

March 20, 2007



Learn.Equifax.com Web Site Empowers Consumers to Make Informed Financial Decisions

ATLANTA, March 20 /PRNewswire-FirstCall/ -- Equifax Inc. (NYSE: EFX) today announced the launch of a comprehensive resource for credit-conscious consumers. Called Learn at Equifax, this free online site is designed to connect consumers with the financial tools and latest credit management information to help them take charge of their financial future. Consumers can experience this interactive new resource at <http://learn.equifax.com>. The site is also accessible from the Equifax.com homepage.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060224/CLF037LOGO>)

Learn at Equifax offers a broad range of information for consumers at various stages of their lives - regardless of their age, career path, financial situation or geographic location. The site features information on bank and loan rates and major purchase decisions as well as related news. Site features enable consumers to:

- Compare their credit ranking to local and national averages;
- Visit banking and loan centers for interest rate comparisons by credit score - valuable information for consumers shopping for their first car or a new home or saving for retirement; and
- Learn tips for identity theft protection and take an identity theft quiz to test their knowledge.

"Consumers today must be more credit savvy and aware of their financial options than ever before," said Steve Ely, President, North America Personal Solutions, Equifax. "With so many credit options available, we launched this site to arm consumers with the resources they need to make informed decisions about their financial lives."

Equifax has a long-standing history of providing consumers with educational resources to learn about and protect their personal credit. Making important tools and resources available online is part of Equifax's ongoing commitment to provide consumers with the latest credit management information designed to help them make better financial decisions with greater confidence. Learn at Equifax will be continuously updated with new tools and tips.

About Equifax (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

Customers have trusted Equifax for over 100 years to deliver innovative solutions with the

highest integrity and reliability. Businesses - large and small - rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. employs approximately 5,000 people in 14 countries through North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500(R) Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

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