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# Equifax Joins the Unica Partner Program as a Platinum Marketing Service Provider

*Long-standing Unica partner continues to invest and grow relationship by joining enhanced program*

WAKEFIELD, Mass., Oct. 1 /PRNewswire-FirstCall/ -- Equifax Database Services, a leading provider of marketing database hosting services and a long-time Marketing Services Provider (MSP) partner of Unica, today announced it has been designated a Platinum Partner in the Unica Partner Program. The program enables its members to grow their businesses through an enhanced set of marketing, sales, services, and support benefits.

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

The Unica Partner Program is designed to empower partners worldwide to market, sell, design, implement, and support Unica solutions. Through the program's 3E approach - Engage, Enable, and Expand - Unica partners can take advantage of the fast-growing enterprise marketing management (EMM) market, and develop and grow profitable and sustainable businesses with Unica.

"Unica offers a compelling set of powerful interactive marketing solutions," said Ned McMullen, Vice President of Sales and Marketing, Equifax Database Services. "We look forward to an expanded relationship with Unica, which will certainly benefit our new and existing joint clients, and we're excited to help companies achieve interactive marketing success."

"We are pleased to welcome Equifax into the Unica Partner Program. They are a key Platinum-level partner for Unica and we are excited about this expanded relationship," said James Feiger, Senior Vice President of Worldwide Sales, Unica. "The Unica Partner Program enables our partners to maximize their customers' satisfaction and success. It offers the benefits that partners like Equifax need in order to grow their business in enterprise marketing management and interactive marketing."

## *About Equifax Database Services*

Equifax Database Services is a leading provider of marketing database hosting services offering strategic and analytic support, technical and operational expertise and a proven, scalable technology platform to support clients' evolution toward customer-centricity. It is a division of Equifax Inc. For more information about Equifax Database Services, visit [www.equifax.com/databaseservices](http://www.equifax.com/databaseservices).

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.

With a strong heritage of innovation and leadership, Equifax continuously delivers 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. operates in the U.S. and 14 other countries throughout North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500® Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.

#### *About Unica*

Unica Corporation (NASDAQ: UNCA) is the recognized leader in *marketing software* solutions. Unica's advanced set of *enterprise marketing management* and *on-demand marketing solutions* empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. These solutions integrate and streamline all aspects of *online and offline marketing*. Unica's unique *interactive marketing* approach incorporates *customer analytics* and *web analytics*, *centralized decisioning*, *cross-channel execution*, and integrated *marketing operations*. More than 1,000 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit [www.unica.com](http://www.unica.com).

SOURCE Equifax