

February 15, 2011



Equifax to Present at Goldman Sachs Annual Technology and Internet Conference

ATLANTA, Feb. 15, 2011 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that its Chief Financial Officer Lee Adrean, and Jeff Dodge, Senior Vice President of Investor Relations, will present at the at Goldman Sachs Annual Technology and Internet Conference at The Westin St. Francis Hotel in San Francisco on Wednesday, February 16 at 4:40 p.m. Adrean and Dodge will discuss Equifax's financial profile and strategy for leveraging its unique data assets, technology and analytics leadership, and innovative solutions to drive growth.

(Logo: <https://photos.prnewswire.com/prnh/20060224/CLF037LOGO>)

About Equifax

[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 15 other countries. 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. For more information, please visit www.equifax.com.

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