

February 16, 2011



Equifax to Present at Keefe, Bruyette & Woods Cards, Payments & Financial Technology Symposium

ATLANTA, Feb. 16, 2011 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that Senior Vice President of Investor Relations Jeff Dodge, will present at the Keefe Bruyette & Woods "Cards, Payments & Financial Technology Symposium" in New York at the Mandarin Oriental Hotel, February 17 at 10:00 a.m. EST.

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

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.

Visit http://www.kbw.com/news/conferenceCPFT2011_Webcast.html to register and hear the webcast of the discussion. An archive of the presentation may be available on the Equifax corporate Web site at www.equifax.com/investor_center/en_us.

About Equifax

[Equifax](http://www.equifax.com) 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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