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# Equifax to Present at Baird's 2011 Business Solutions Conference

ATLANTA, Feb. 21, 2011 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced that Chief Financial Officer Lee Adrean and Senior Vice President of Investor Relations Jeff Dodge, will present at Baird's 2011 Business Solutions Conference at Boston's Four Seasons Hotel, February 23 at 12:55 p.m. EST.

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

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.

A live Webcast of their presentation will be available to registered users at <http://www.wsw.com/webcast/baird20/efx>. An archive of the presentation may be available on the Equifax corporate Web site at [www.equifax.com/investor\\_center/en\\_us](http://www.equifax.com/investor_center/en_us).

## About Equifax

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

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