

June 10, 2011



# Consumer Bankers Association Announces Equifax As Premier Corporate Sponsor

ATLANTA, June 10, 2011 /PRNewswire/ -- The Consumer Bankers Association (CBA), the recognized voice on retail banking issues in the nation's capital, announced [Equifax](#) as a premier corporate sponsor. Equifax and its unique information solutions will be represented in both the programming and exhibit hall at the upcoming [CBA LIVE 2011](#) in Orlando, Fla., June 12-14, 2011.

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

Equifax's unique decision-making solutions allow banks to enhance their profitability by expanding current customer relationships and marketing more effectively to prospective clients. Equifax is a premier provider of data, analytics and technology to the financial services industry allowing banks a broader and more in-depth "360 degree" view of their clients and prospects in retail banking, credit, mortgage and wealth management. Equifax representatives from many areas of its' enterprise will be on hand - including Consumer Information Solutions, Commercial Information Solutions, Technology and Analytical Services, and IXI, an Equifax company and leader in delivering anonymous, aggregated wealth and asset data. In addition to exhibiting, Company representatives will participate as panelists where they will offer their perspective on industry issues as well as provide best practices.

Equifax's Vice President of Business Development Larissa Lovern and Senior Vice President, Drew Nathan - both from Equifax's North American Commercial Information Solutions group - will be panelists during the CBA's Small Business Banking Track session, "Credit and Lending Forum". This session will explore current portfolio trends; credit origination functions and portfolio management.

Dennis Hooks, IXI 's executive vice president and senior group manager of its Diversified Services Group, will present and moderate CBA's Deposit and Payments Track "Customer Segmentation and Implementation". This session will showcase successful case studies in customer segmentation.

In addition, Equifax will participate in a panel entitled "**Mortgage Loss Mitigation 2.0**" in the conference's Default Management Track.

Equifax strives to work with CBA's membership of senior banking leaders on meeting tomorrow's challenges with unique technology and data to make better lending decisions. CBA members will also benefit by having greater access to Equifax's business credit intelligence, IT authentication/identification, wealth management data and small business solutions.

"As a global leader in the credit marketplace, we welcome Equifax as one of our elite, premier sponsors," said CBA President Richard Hunt. "Equifax is a recognized industry leader in consumer banking technology, credit verification, employment and income identity verification."

### **About the Consumer Bankers Association**

The Consumer Bankers Association (CBA) is the recognized voice on retail banking issues in the nation's capital. CBA was founded in 1919 and provides leadership, education and federal representation on all retail banking issues. CBA members include the nation's largest bank holding companies as well as regional and super community banks that collectively hold two-thirds of the industry's total assets. For more information, please contact Marybeth Leongini, 703.276.3887 or [mleongini@cbanet.org](mailto:mleongini@cbanet.org) or visit [www.cbanet.org](http://www.cbanet.org).

### **About Equifax, Inc.**

Equifax is a global leader in commercial and consumer information solutions, leveraging one of the largest sources of business credit intelligence, portfolio management, income, employment and wealth verification, identity authentication/fraud detection and marketing demographic data worldwide.

Through its unique data and analytical insights, powered by proprietary technology, Equifax delivers customized, high-value decisioning solutions to more than 4.4 billion accounts in 81 million businesses and provides millions of individual consumers with information and services to support management of their personal credit information and protection of their identity that are vital to their financial well being. Headquartered in Atlanta, Ga., Equifax Inc. spans four continents and 16 countries, is a member of Standard & Poor's (S&P) 500® Index and its common stock is traded on the New York Stock Exchange under the symbol [EFX](http://www.equifax.com). For more information, please visit [www.equifax.com](http://www.equifax.com).

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