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Equifax Adds Lost Wallet Assistance to Its Credit Monitoring and Identity Protection Product

ATLANTA, July 18, 2011 /PRNewswire/ -- Equifax (NYSE: EFX), a leading provider of credit information and identity protection solutions announced the addition of lost wallet assistance to its consumer credit monitoring and identity protection product [Equifax Complete Premier Plan™](#). The new feature provides consumers with around-the-clock access to a team of identity theft specialists who can assist them with completing the necessary steps to restore the contents of their lost or stolen wallet, including canceling and reissuing driver's licenses, passports, Social Security cards and credit cards.

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

Equifax Complete Premier empowers consumers with the confidence of credit monitoring and the peace of mind of identity protection and includes the most comprehensive line-up of consumer product features from Equifax—credit scores, three-bureau credit monitoring, the Automatic Fraud Alert feature, Internet scanning and identity theft insurance. The addition of lost wallet assistance to the credit monitoring and identity protection essentials of the product gives consumers yet another hassle-free way to safeguard their identity.

For more information on how to protect your identity, visit the ID Theft Resources Tab on the Equifax Facebook page at www.facebook.com/Equifax. For more details about lost wallet assistance and *Equifax Complete Premier*, visit www.equifax.com/complete.

About Equifax

Equifax is a global leader in consumer and commercial information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates in four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index. Its 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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**The Automatic Fraud Alert feature is made available to consumers by Equifax Information Services LLC and fulfilled on its behalf by Equifax Consumer Services LLC.*

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