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Equifax Announces Partnership With Atlanta Falcons

Credit reporting powerhouse becomes official partner of the hometown franchise

ATLANTA, Sept. 28, 2011 /PRNewswire/ -- Equifax, Inc (NYSE: EFX), announced today a strategic, multi-year agreement to become the official credit and identity information partner of the NFL's Atlanta Falcons.

(Logo: <https://photos.prnewswire.com/prnh/20110928/CL76330LOGO>)

The sponsorship includes joint promotions, branded radio segments, prominent signage at the Georgia Dome, on-field contests, digital programming and other advertising.

"Equifax is proud to 'rise up' as the official credit and identity information partner of Atlanta's hometown team," said Rick Smith, Equifax Chairman and CEO. "Our partnership with the Falcons will create meaningful opportunities for engagement with our clients and partners, while also supporting a great football franchise and Atlanta institution in the Falcons."

Equifax is a global leader in consumer and commercial information solutions and a leading provider of premium online credit, identity and personal finance products that empower consumers to be their financial best.

"Winning with credit, just like in football, is all about making the right plays," said Trey Loughran, president of Equifax's direct-to-consumer business, Personal Solutions. "We are excited to partner with the Falcons to help fans and players alike take control of their credit and financial well-being."

The announcement marks Equifax's first NFL sports team sponsorship in its 112 year history. The partnership will showcase the company's credit and identity protection products, as well as provide consumers with an opportunity to learn more about credit and personal finance by way of one of America's favorite past times – football.

"We're excited to have another major Atlanta-based corporation on board to support our team," said Falcons CEO and team president Rich McKay. "Credit is our financial identity and it touches almost every part of our lives—from the front office to the field. The importance of staying on top of your credit and knowing your credit score is essential. We're looking forward to working with Equifax to educate our players and our fans about credit and the benefits of the credit and identity protection products that Equifax provides."

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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