

July 16, 2013



Equifax Workforce Solutions Executive to be Featured Guest on The Bill Kutik Radio Show

Mike Psenka, SVP Workforce Analytics to Consider the Impact of Employer Extension to Affordable Care Act Provisions

ST. LOUIS, July 16, 2013 (GLOBE NEWSWIRE) --[Equifax Workforce Solutions](#), a global provider of human resource services, today announced that SVP Workforce Analytics Mike Psenka will appear as this week's featured guest on [The Bill Kutik Radio Show](#)®. In his first appearance on the show, Psenka will discuss the federal government's recent year-long extension to provisions included in the Affordable Care Act (ACA) as well as the legislation's overall impact on employers.

The Bill Kutik Radio Show is a bi-weekly online talk show hosted by Bill Kutik, a leading independent analyst in the HR technology marketplace. Produced by Knowledge Infusion, an Appirio company, the show features unedited and unrehearsed conversations with some of the industry's key thought leaders, including executives from leading technology providers. Psenka will be the featured guest on Wednesday, July 17, 2013, airing at 12:00 noon EDT, 9:00 a.m. PDT.

HR departments and their benefits specialists have been unduly cheered by the federal government's recent year-long extension of some provisions of the ACA. Drawing on his workforce analytics and Big Data expertise, Psenka will explain how the recent delay to the ACA does not change the consequences of the legislation and its impacts for employers. Psenka will also explore some of the unintended – and rarely discussed – financial implications of the ACA and show just how unprepared the market is for these impending reforms. Offering practical advice and industry insights, Psenka will detail how employers can begin to prepare now, and why they need to mobilize.

"Mike Psenka founded pioneering analytics software firm, eThORITY, in the Silicon Marsh of Charleston, South Carolina seven years ago. When it was acquired by Equifax\TALX, now Equifax Workforce Solutions, he suddenly had a lot of Big Data to analyze himself, no longer dependent on eThORITY's smaller number of customers. This has led to a variety of startling insights, and the impact of the Affordable Care Act is simply the first set. Don't miss what he has to tell you by tuning in Wednesday," commented host, Bill Kutik, who was selected last year as one of the world's "Most Powerful HR Technology Experts" by *Human Resource Executive*.

In addition to the live broadcast, archived and iTunes versions of The Bill Kutik Radio Show can be accessed at <http://www.billkutikradioshow.com>.

About Bill Kutik

Bill Kutik is considered the leading independent analyst of the HR technology marketplace with specialties in HCM, Recruiting, Talent Management, and social networking. For 23 years, he has been Technology Columnist for Human Resource Executive® (six years for HREonline.com), also serving as co-chairman of the magazine's famous annual HR Technology® Conference & Exhibition, since it began in 1998. The Bill Kutik Radio Show® is now more than five years old. He was named a "Top 25 HR Digital Influencer 2009" and a "Top 100 Influencer." In 2012, Human Resource Executive named him one of the 10 "Most Powerful HR Technology Experts."

About Appirio

Appirio accelerates the cloud-powered business, helping enterprises achieve real results from cloud applications and platforms like salesforce.com, Google and Workday. Appirio has worked with more than 300 enterprise customers including organizations like City of Los Angeles, Facebook, Flextronics, Home Depot, International Hotels Group, Japan Post Network, Ltd., L'Oreal, NetApp, NYU, Starbucks, Thomson Reuters and VMware. Appirio's technology-enabled professional services are supported by a team of 400 cloud experts and CloudSpokes, a 32,000 person-strong global [cloud developer community](#). The company's expertise and innovative brokerage technology have been recognized by organizations such as the World Economic Forum, *Bloomberg BusinessWeek*, *InformationWeek*, Gartner and IDC. Appirio has offices in the U.S. and Japan, and is backed by [Sequoia Capital](#) and [GGV Capital](#).

About Equifax

Equifax (NYSE:EFX) is a global leader in consumer, workforce and commercial information solutions, that provides businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 500 million consumers and 81 million businesses worldwide, and uses advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers. Equifax Workforce Solutions (formerly TALX), an Equifax business unit, is a leader in human resource, employment, tax management, and payroll-related services.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit www.equifaxworkforce.com or www.equifax.com.

Note to editors: Trademarks and registered trademarks referenced herein remain the property of their respective owners.

CONTACT: Pam Stevens
Equifax Workforce Solutions
Phone: 314.214.7235
E-mail: pam.stevens@equifax.com

Source: Equifax Inc.