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Equifax Announces Free Webinar With CBA and Aite Group to Share Insights Into Consumer Credit Behavior

ATLANTA, Nov. 11, 2013 (GLOBE NEWSWIRE) --

WHO: Hosted by the Consumer Bankers Association, Megan Strub, *Senior Director of Consumer Risk Product Management* for Equifax and Ron Shevlin, *Senior Analyst* for Aite Group.

WHAT: Attend this free webinar, "You Don't Need a Crystal Ball to Predict Customer Value and Risk" in order to gain deeper insight into the ever-changing world of consumer credit behavior.

WHEN: Thursday, November 14, 2013 2:00 PM – 3:00 PM Eastern Time.

WHERE: Registration and additional details are available at:
<http://eo2.commpartners.com/users/cba/session.php?id=11797>.
Use discount code **Equifax14** to register for free.

DETAILS: Due to consumers buying and credit behaviors changing during recent turbulent economic times, coupled with more and more regulatory pressure, financial institutions are challenged to ensure their account strategies are aligned in order to secure the best, most profitable outcome. A monthly snapshot and credit score is no longer enough to build the insight driven strategies needed to make relevant offers and confident decisions.

This webinar will discuss best practices on how to create better, more relevant strategies across your entire lending portfolio by understanding and knowing:

- Spending and payment patterns
- Utilization of credit
- Likelihood of opening accounts, transferring a balance and activating a line of credit
- Past credit performance and behaviors

About Equifax

Equifax (NYSE:EFX) is a global leader in consumer, commercial and workforce information solutions that provide 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. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-

source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

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. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit www.equifax.com.

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Source: Equifax Inc.