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Equifax Recognized as a Top Technology Provider by IDC Financial Insights for 10th Consecutive Year

ATLANTA, Oct. 1, 2014 (GLOBE NEWSWIRE) --[Equifax](#) Inc., (NYSE:EFX) today announced that it was recognized for the 10th consecutive year as a top technology provider by IDC Financial Insights, which ranked the global information solutions leader 16th overall on its 2014 FinTech Rankings.

The 2014 FinTech Rankings recognizes technology companies that obtain more than one third of their total revenue from the financial services industry. Equifax improved from last year's position, remaining the highest ranking consumer credit data and analytics company on the list.

"The IDC Financial Insights FinTech Rankings are a global measure of success in the financial services technology industry, and we congratulate this year's Top 100 FinTech companies and the Top 25 Enterprise companies on their prominent positioning," said Karen Massey, Senior Analyst for IDC Financial Insights. "Equifax has consistently maintained its strong positioning in the top 20 for the last seven of the 11 years IDC Financial Insights has conducted this ranking, demonstrating its strength, stability and lasting impact on our industry."

"Regardless of industry, investing in the advancement and critical application of technology eliminates any chance for organizational stagnancy and inspires enterprise-wide growth," said John Hartman, Senior Vice President of Corporate Development, Equifax. "Being recognized among the leading companies for ten consecutive years is a testament to our commitment to developing and providing innovative solutions that ensure fruitful longevity of the global financial environment."

The 2014 FinTech Ranking is compiled by IDC Financial Insights, a leading independent research and advisory firm and published by *Bank Systems & Technology*, a comprehensive source of news, analysis and commentary about financial services technology issues. Data is gathered from surveys, as well as original research and market analysis conducted by IDC Financial Insights.

To view the FinTech Special report, please visit:
http://www.idc.com/downloads/Final_Rankings.pdf.

About Equifax, Inc.

Equifax 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 600 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 19 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/mortgage.

About IDC Financial Insights

IDC Financial Insights assists financial service businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research analyzes and advises on business and technology issues facing the banking, insurance, and securities and investments industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading technology, media, research, and events company. For more information, please visit www.idc.com/financial, email info@idc-fi.com, or call 508-620-5533. Visit the IDC Financial Insights Community at <http://idc-community.com/financial>.

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