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NEWS RELEASE

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Equifax Gives Companies New Advantage for Automating & Improving Business Credit Decisions

ATLANTA, July 28, 2008 – Equifax Inc. (NYSE: **EFX**) today announced the launch of a new commercial solution to automate application processing and improve account management and decisioning. Called Account Advantage™, the solution leverages comprehensive business credit information to help non-financial trade professionals increase efficiencies throughout the credit decisioning process.

Trade credit professionals now have access to a powerful solution, which Equifax has brought to market by working with International Decision Systems (IDS), a leading provider of pricing, origination and portfolio management software for the equipment finance industry. Account Advantage leverages the strength of IDS's Rapport® solution for contract origination and handling of credit applications.

“The commercial marketplace has long faced challenges due to factors such as lack of automation in the applications and account review process as well as limited access to rich credit data,” said Michael Shannon, president, Commercial Information Solutions, Equifax. “Account Advantage eliminates these challenges by providing access to unique data and sophisticated technology that enables companies to respond to market dynamics and make consistent business credit decisions across sales channels.”

With Account Advantage, businesses gain access to unique Equifax Commercial and Small Business Financial Exchange (SBFE) data, proprietary market-leading risk scores

and information from other data providers. Combining this data with automated application processing, workflow and decisioning, companies can:

- Make consistent credit decisions across all sales channels
- Accelerate account acquisition
- Respond quickly to business applicants and customers
- Increase efficiency and throughput
- Achieve a competitive advantage through faster speed-to-market

A configurable application, Account Advantage allows companies to view the information that is most critical to their business needs and simplify account management. In addition to improving operational efficiency and productivity, the solution also facilitates regulatory and policy compliance.

Account Advantage is the latest addition to Equifax's suite of commercial solutions that help companies evaluate, manage and grow their accounts. Equifax Commercial Information Solutions leverages the company's extensive data, customized scoring solutions and advanced analytics to help businesses make better decisions. To learn more about Account Advantage and Equifax Commercial Information Solutions, visit www.equifax.com/commercial.

About Equifax (www.equifax.com)

Equifax empowers businesses and consumers with information they can trust. A global leader in information solutions, we leverage one of the largest sources of consumer and commercial data, along with advanced analytics and proprietary technology, to create customized insights that enrich both the performance of businesses and the lives of consumers.

Customers have trusted Equifax for over 100 years to deliver innovative solutions with the highest integrity and reliability. Businesses – large and small – rely on us for consumer and business credit intelligence, portfolio management, fraud detection, decisioning technology, marketing tools, and much more. We empower individual consumers to manage their personal credit information, protect their identity, and maximize their financial well-being.

Headquartered in Atlanta, Georgia, Equifax Inc. employs approximately 7,000 people in 14 countries through North America, Latin America and Europe. Equifax is a member of Standard & Poor's (S&P) 500[®] Index. Our common stock is traded on the New York Stock Exchange under the symbol EFX.