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NEWS RELEASE

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Equifax Acquires DataVision Resources

Adds Industry-Leading Lending Services, Insurance and Data Management Capabilities

ATLANTA – August 2, 2011 – Equifax Inc. (NYSE:**EFX**) announced today that it has acquired DataVision Resources, a leading provider of data and business solutions to the mortgage, insurance and financial services industries. Financial terms for the transaction, which was completed today, were not disclosed. DataVision's operations will become part of Equifax's TALX business unit based in St. Louis.

"DataVision's products, services and technological leadership are a perfect complement to our industry-leading employment and income-verification capabilities," said Dann Adams, President of TALX. "Our clients are increasingly integrating our employment verifications into their platforms for new "Ability to Pay" requirements. The unique workflow abilities they bring, along with their client base and proprietary processes, will allow us to enhance our service offerings and expand our reach."

"We continue to invest in our businesses, with strategic additions that allow us to provide more holistic services to our targeted industries, while broadening and strengthening our revenue stream," said John Hartman, Equifax's Senior Vice President, Corporate Development.

DataVision has distinct capabilities and relationships across its areas of expertise. Its verification services use a common platform that is customizable and built for seamless integration into a company's business processes. Its mortgage services are virtually turn-key with back-office processing, closing and post-closing functions. In addition, the company brings key strategic partnerships with Microsoft, Cisco, Dell and IBM among others.

"Across the board, DataVision, with its management, employees, technology, expertise and relationships, will be a key addition to our existing operations and add value for our customers," said Adams.

About Equifax, Inc.

Equifax is a global leader in commercial and consumer information solutions, leveraging one of the largest sources of business credit intelligence, portfolio management, income, employment and wealth verification, identity authentication/fraud detection and marketing demographic data worldwide.

Through its unique data and analytical insights, powered by proprietary technology, Equifax delivers customized, high-value decisioning solutions to more than 4.4 billion accounts in 81

million businesses and provides millions of individual consumers with information and services to support management of their personal credit information and protection of their identity that are vital to their financial well being. Headquartered in Atlanta, Ga., Equifax Inc. spans four continents and 15 countries, is a member of Standard & Poor's (S&P) 500® Index and 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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