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1010data and Equifax Expand Partnership to Provide Consumer, Demographic and Financial Marketing Data to the Retail Industry

The Ability to Link Multiple Consumer Databases Improves Store Site Selection, Merchandising, Inventory Effectiveness, Product Level Assortments, Promotions and Loyalty Programs

NRF 99th ANNUAL CONVENTION, NEW YORK – January 10, 2010 – 1010data and Equifax Inc. (NYSE:EFX) announced that the companies are expanding their partnership by making Equifax individual and household marketing data available to retailers via the 1010data analytics platform. By using 1010data’s platform, retailers will be able to combine internal transactional data with Equifax’s extensive marketing data. The ability to run concurrent queries across these databases will help retailers improve store site selection, merchandising, inventory effectiveness, product level assortments, promotional planning, as well as help improve customer loyalty programs.

“With 1010data’s high performance analytics engine, our retail customers will now be able to combine their own business data with Equifax’s unparalleled individual and household marketing information – in virtually real time -- and leverage it across their operations,” said Wendy Lynes, Vice President, Direct Marketing Services, Equifax. “Retailers using this customer and operations analytic solution, in conjunction with their marketing database and campaign management system, can quickly identify local market changes and deploy immediate action against this detailed analysis. These analytics can be used across a variety of customer touch points, from social media, to web, to email, to direct mail and call center, to point-of-sale.”

Retailer marketing departments have traditionally been limited by the availability of “canned” demographic data for promotions and site selection, which has forced them to make decisions based on limited information. Equifax Marketing Data Suites offer a much deeper view into consumers across five key dimensions: financials, demographics, purchases, lifestyles, and life events. With these Data Suites pre-loaded onto 1010data’s platform, retailers have the ability to link the world's most in-depth individual and household database with their own transaction, inventory and operational databases for much deeper, combined analytics, no longer relying on separate, disconnected enterprise data and analytical marketing databases.

“We have been called the ‘CSI of Retail,’ and the addition Equifax’s individual and household data gives us the ability to mine areas that were untapped until now,” said Jim Mattecheck, Vice President, Retail Solutions Group, 1010data. “Our retail customers now have the ability to instantly analyze merchandising and operational results from a totally different perspective. They are taking the latency out of the process, which redefines the rules and what is possible in retail and allows for a true game changer.”

This transaction expands upon the highly successful partnership between 1010data and Equifax to deliver ABS Credit Risk Insight, the first solution that enables investors to link mortgage loan-level data on the entire universe of non-agency mortgage securities to current and historical borrower credit data.

About 1010data

1010data offers a data and analytics platform that is the only complete approach to performing the deepest analysis and getting the maximum insight directly from raw data, at a fraction of the cost and time of any other solution. 1010data's extensive history in business intelligence and data warehousing has enabled the company to create this powerful solution.

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.

With a strong heritage of innovation and leadership, Equifax continuously delivers 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. operates in the U.S. and 14 other countries throughout 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.