



MEDIA ADVISORY

Equifax to Participate in 2015 LendIt USA Conference

Equifax panelist Jeff Knott will speak about trends in credit underwriting and the importance of income and employment verification in online lending

ATLANTA – April 7, 2015 Equifax, a global information solutions company, is looking to make headlines at the trendy LendIt USA conference. Why, you may ask, is a credit reporting agency attending?

The answer: Because when it comes to trendsetting – including online lending – Equifax has consistently been at the forefront of cutting-edge analytics and holistic insights that businesses can use to make safer and more predictable lending decisions. As online lenders are learning, we're not just a credit bureau anymore.

That is why, for a second straight year, Equifax executive Jeff Knott will share the spotlight at the world's largest annual gathering of the online lending community. He'll join the growing crowd at LendIt, which has gone from a few hundred attendees in 2013 to more than 1,500 expected this year in New York City.

We imagine that's why you are planning to attend LendIt. And we hope to see you there!

Because of Equifax's continuing role in providing trusted data to online lenders, Jeff will be speaking on "Trends in Credit Underwriting" on April 14. More details about his panel are listed below, but feel free to view his and other panelists' remarks from the [2014 conference](#).

The Details

Who: Jeffrey Knott, Assistant Vice President at Equifax

What: Importance of income and employment verification and other trends in credit underwriting for online lenders

When: 11:30 am – 12:00 pm EST, April 14th

Where: Astor Ballroom, Marriott Marquis in Times Square

Contact: Please contact Mark Braykovich to schedule an interview with Equifax: mbraykovich@thewilbertgroup.com or 404-343-0886

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About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions that provides 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 enables 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 2014, Equifax was nominated as a Bloomberg BusinessWeek Top 50 company; its CIO was listed as one of the top 100 by CIO magazine; and the company was named to the Fintech 100 list, was recognized as a top 20 company to work for by the Atlanta Journal-Constitution, and was named a 2014 InformationWeek Elite 100 Winner. For more information, please visit www.equifax.com.