

Richard (Rick) F. Smith



**CHAIRMAN
OF THE
BOARD OF DIRECTORS
AND
CHIEF EXECUTIVE
OFFICER**

Richard F. “Rick” Smith is Chairman and Chief Executive Officer of Equifax Inc., the leading provider of information solutions that empower consumers and businesses to make critical decisions with greater confidence.

Headquartered in Atlanta, Equifax is a \$1.55 billion publicly traded company (NYSE: EFX) that operates in 14 countries in North America, Latin America and Europe. It is one of the largest sources of consumer and commercial data in the world, and provides advanced analytics and enabling technologies to provide real-time answers to its customers.

Rick joined Equifax in September 2005 after more than two decades with General Electric Co. In his first year with Equifax, Rick spearheaded a strategic planning process that has defined the company’s growth strategy for the next four years. The strategy focuses on driving growth through new product innovation, emerging market opportunities, differentiated data and deepening customer relationships.

Prior to joining Equifax, Rick held several CEO, president and COO positions with GE, where he was appointed a Corporate Officer in 1999. Most recently, Rick was COO of GE Insurance Solutions, where he led all GE Insurance operating business units, including property and casualty reinsurance, commercial lines insurance and life and health reinsurance. These business units totaled approximately \$10 billion in revenues and over \$50 billion in assets. His career at GE also included leadership roles in a number of areas including leasing, asset management, distribution and engineering thermoplastics.

Rick earned a BS degree in 1981 from Purdue University in West Lafayette, Indiana. He lives in Atlanta with his wife, Joan, and their three daughters. He serves on the Executive Committee of Metro Atlanta Chamber of Commerce, the board of directors for the Commerce Club and the YMCA of Metropolitan Atlanta. He is also a trustee of the Woodruff Arts Center.

Lee Adrean



**CORPORATE VICE
PRESIDENT
CHIEF FINANCIAL OFFICER**

Lee Adrean is Corporate Vice President and Chief Financial Officer for Equifax. He was named to this position in October 2006 and has responsibility for all financial functions including Accounting, Audit, Treasury, Corporate Finance and Investor Relations.

Adrean brings to Equifax more than 30 years of varied experience in financial management, business leadership, and strategy consulting. Since 2004, he served as Executive Vice President and Chief Financial Officer for health care technology company NDCHealth Corp. Prior to that, he served as CFO for internet service provider Earthlink Inc. and computer services company First Data Corp. Adrean also held senior level positions in other companies including Providian Corp., Bain and Co., and the former Peat, Marwick, Mitchell & Co. (now KPMG).

Mr. Adrean earned a Master of Business Administration from Harvard Business School in 1976 and a Bachelor of Science in Accounting, Summa cum laude and Phi Beta Kappa, from Bucknell University in 1974.

Mr. Adrean's community background includes serving as a member of Bucknell University's Board of Trustees, where he has been Chairman of the university's Investment Committee and Long Range Planning Committee.

Dann Adams



**PRESIDENT
U.S. INFORMATION
SOLUTIONS**

Dann Adams leads U.S. Information Solutions, a unit that includes the former North America Information Services and Equifax Marketing Services units. Predictive Sciences consulting (Consumer) also reports into USIS.

Previously, Mr. Adams led Equifax North America Information Services and was responsible for U.S. Consumer and Commercial Services, Mortgage Services, and Canadian Operations. Mr. Adams was named to this position in November 2003.

Prior to November 2003, Mr. Adams served as Senior Vice President of Equifax North America Sales. He was responsible for managing the sales operations in the banking and finance, retail, automotive, credit marketing and specialized business verticals. He also was responsible for Equifax's global commercial sales.

Mr. Adams' joined Equifax in February 1999 as Senior Vice President of Financial Services vertical for Equifax North America Information Services.

Prior to joining Equifax, Mr. Adams was Vice President and Regional Manager of Dun & Bradstreet Information Services in Atlanta, Georgia. Throughout Mr. Adams' 17-year career at Dun & Bradstreet, he held numerous positions in sales, sales management and product marketing.

Mr. Adams earned a bachelor of arts degree in marketing and economics from Central Michigan University. He also completed the Emory Executive Development Program.

Andy Bodea



**BUSINESS LEADER
GLOBAL OPERATIONS
CENTER OF EXCELLENCE**

Andy Bodea leads Global Operations and supports all Equifax business lines, including Consumer Services, Business Services, Product Fulfillment, DBS Fulfillment, Data Operations, Process Reengineering and International Operations.

For the past six years, Bodea has held a number of executive-level positions at The Home Depot, Inc. Most recently, he was Vice President of Services Processes and Process Improvement where he led 2,300 associates and ran a \$2 billion sales and fulfillment operation within that company's Home Services division. Prior to joining Home Depot, Bodea was a Corporate Officer at Gateway Inc., where he ran strategic initiatives and services. Prior to Gateway, he also played key strategy, and marketing roles at GE Capital and McKinsey & Company. Bodea is a member of The Council on Foreign Relations.

Bodea holds a Ph.D. in Information Systems and Business Management from Harvard University, a M.A. in Applied Mathematics also from Harvard, and a B.A. in Applied Mathematics from the University of California at Berkeley.

Bill Canfield



**PRESIDENT
TALX**

Bill Canfield is President and General Manager of TALX, Equifax's largest business unit, and a member of the Equifax Board of Directors. From 1986 Mr. Canfield served as President, Chief Executive Officer and a director of TALX Corporation, to 1988 when he became Chairman of the Board as well.

Mr. Canfield has been an entrepreneur since 1968. After working seven years at IBM, he has started or purchased an interest in several computer-related companies. Mr. Canfield was one of the founders of Financial Data Systems, Inc., which was started in 1968. In 1983 Mr. Canfield founded and was President of Intech Group Inc., a computer-related venture capital firm. He then founded and was Chairman of Noetic Technologies Corporation, an engineering software company.

Mr. Canfield holds a Bachelor of Science degree in Electrical Engineering from Purdue University and an MBA degree from Washington University. Mr. Canfield serves on the Board of The Magic House, an interactive educational children's museum ranked in the top 5 in the U.S., and serves on the Board of Concur Technologies, Inc, the world's leading provider of on-demand employee spend management services, and Optiframe, a private software development company.

Jeffrey L. Dodge



**SENIOR VICE PRESIDENT
INVESTOR RELATIONS**

Jeff Dodge is Senior Vice President of Investor Relations for Equifax. He was named to this position in May 2002 and is responsible for managing the company's relationship with Wall Street analysts and investors.

Mr. Dodge joined Equifax as Senior Vice President - Business Development, Financial Services Group, in 1992. He was named Senior Vice President and General Manager, Risk Management Services, in October 1993. In April 1997, Mr. Dodge assumed responsibility for all financial services products for the banking industry. In April 1998, he assumed responsibility for the Specialty and Emerging Markets Group responsible for Healthcare, Telecommunications/ Utilities and Government, in addition to new market initiatives. In September 1998, he assumed responsibility for global business expansion opportunities leveraging Internet technology and e-commerce trends. In January 2000, Mr. Dodge was appointed to the position of Executive Vice President and Group Executive for Knowledge Engineering, now known as Predictive Sciences. In August 2000, he was appointed Executive Vice President overseeing the Market Development efforts for Equifax Latin America, and from May 2001 until March 2002 he served as Senior Vice President, Strategic Planning and Analysis. Prior to March 2002, Mr. Dodge served as Senior Vice President, Emerging Markets with responsibility for Homeland Security, Insurance and Government Markets.

Before joining Equifax, Mr. Dodge was Senior Credit Officer, Retailer Financial Services of the GE Capital Corporation from 1983 until 1992. From 1980 until 1983, Mr. Dodge was a Senior Associate at Booz-Allen & Hamilton in the Financial Services Practice. He began his career in financial services at BankAmerica Corporation.

Mr. Dodge earned a bachelor's degree in business from Golden Gate University in San Francisco in 1978, and a master's degree from Carnegie-Mellon University in 1980. He is past Chairman of the Board of Trustees for the National Foundation of Consumer Credit.

Steve Ely



**PRESIDENT
U.S. PERSONAL SOLUTIONS**

Steve Ely leads Equifax Personal Solutions. He has responsibility for managing the unit that provides credit management tools that enlighten, enable and empower consumers to take control of their credit. He was named to this position in August 2005.

Since joining Equifax in February 2004, Mr. Ely most recently served as Senior Vice President of Product Management and Marketing.

Previously Mr. Ely served as Senior Vice President, Worldwide Marketing - S1 Corporation. He provided leadership for the entire marketing team which included product management, product marketing, marketing and alliances. Before that, from May 2000 until June 2001, Mr. Ely was Chief Operating Officer for NetVendor. From 1997 until 2000, he served first as Senior Vice President, Marketing for Per-Se Technologies, and later as Senior Vice President, Product Development. Mr. Ely served as Vice President of Marketing for Dun & Bradstreet Software from 1995 until 1997 and before that as Director of Market Development for Sybase in San Francisco from 1991 until 1995. During his 13-year tenure with NCR in Dayton and Atlanta, he held various software development, product management and sales positions.

Mr. Ely is a 1978 graduate of Institute of Computing Management in Pittsburgh, PA.

Joseph M. ("Trey") Loughran



**BUSINESS LEADER
CORPORATE
DEVELOPMENT**

Joseph M. ("Trey") Loughran leads Corporate Development at Equifax Inc. He is responsible for the company's mergers and acquisitions growth strategy across key market sectors.

Mr. Loughran joined Equifax after serving at BellSouth Corp., where he held a number of leadership positions, most recently as Managing Director of the company's Corporate Strategy and Planning department. During his five-year tenure at BellSouth, he also served as Executive Director of Marketing in BellSouth's Interconnection Services unit. His thought leadership in the areas of pricing, product management and marketing earned him the 2004 Network Services Excellence Award. Before joining BellSouth, he helped launch Global Food Exchange, an Internet-based software company, as the Chief Financial Officer and Vice President of Corporate Development. He also served nearly four years as a consultant with McKinsey & Company. Prior to joining McKinsey, he served as an attorney with King & Spalding in Atlanta and an investment banking analyst with Lazard Frères & Co. in New York.

Mr. Loughran holds a bachelor's degree from the University of North Carolina at Chapel Hill, where he was a Morehead Scholar, and a law degree from Harvard University, where he graduated magna cum laude.

Kent E. Mast



GENERAL COUNSEL

Kent Mast is General Counsel for Equifax Inc. His responsibilities include legal services, global sourcing, all security and compliance, government and legislative relations, corporate governance and privacy functions.

Prior to joining Equifax, Mr. Mast served as a Senior Partner of Kilpatrick Stockton LLP, an international law firm, from 1990 until 2000. Before that, he was a partner in the Atlanta office of Hunton & Williams from 1988 until 1990. From 1973 until 1988, Mr. Mast was a partner in the Atlanta firm of Hansell & Post where he was administrative partner for the Litigation Section and a member of the Management Committee.

Mr. Mast is a member of various sections and committees of the American Bar Association and has served as Chairman of the Antitrust Section of the State Bar of Georgia. He is a member of the Board of Directors of the Consumer Data Industry Association (CDIA) and was Chairman of the Association for 2005.

Mr. Mast earned a bachelor of arts degree in 1965 from Princeton University. He received a juris doctor degree from Duke University School of Law in 1968. At Duke, Mr. Mast was Note Editor of the Duke Law Journal and graduated with membership in the Order of the Coif, an academic honor society.

Rudy Ploder



**PRESIDENT
EQUIFAX INTERNATIONAL**

Rodolfo (Rudy) Osvaldo Ploder leads Equifax's International unit with responsibility for Canada (Consumer), Latin America and Europe. The International unit focuses on country operations and new geographies.

Previously, Mr. Ploder led Equifax's operations in Latin America. He was named to this position in February 2004 and was responsible for all Equifax information businesses in Latin America, with operations in Argentina, Brazil, Chile, El Salvador, Peru and Uruguay..

Prior to joining Equifax, Mr. Ploder had served as Vice President, International at MCI in Miami since 1999. From 1997 until 1999, he was Vice President, Latin America for SkyTel Communications, Inc. in Miami, FL, and from 1993 until 1996, he was Senior Vice President of Operations, MobileComm, Inc. in Ridgefield Park, N.J. Mr. Ploder served as Manager International, SBC Communications, Inc. in Mexico City, Mexico, from 1991 until 1993 and before that as Manager, Corporate Development in St. Louis from 1989 until 1991.

Mr. Ploder earned an agricultural engineer degree in 1985 from Buenos Aires University, Argentina, and a master of business administration degree in 1988 from Kansas State University.

Rajib Roy



**PRESIDENT
ENABLING TECHNOLOGIES**

Rajib Roy is President of Enabling Technologies, an industry leader in software and services that support Equifax's data and analytic products.

Since 2005, Mr. Roy has served as Executive Vice President, Sales and Customer Experience, for Optiant, a Burlington, MA-based supply chain software company. For the preceding 10 years, he held a number of increasingly senior positions in supply chain management, customer service, strategy development, pricing and product development with i2 Technologies, Inc., another specialty software supply chain provider, located in Dallas. During that time, he also established custom development centers for i2 in India, China and Eastern Europe. Prior to joining i2, he worked for Citigroup as VP - Information Technology in India, Florida and Texas.

Born and raised in India, Mr. Roy holds a MBA from the Indian Institute of Management in Ahmedabad, and a B.Sc., Computer Science, from the Indian Institute of Technology, Madras (Chennai).

Coretha Rushing



**CHIEF HUMAN
RESOURCES OFFICER**

Coretha M. Rushing is Chief Human Resources Officer for Equifax Inc. She was named to this position in May 2006 and has global responsibilities for a Center of Excellence that includes human resources, compensation and benefits, community affairs and special events, and customer and technical training.

Ms. Rushing brings 25 years of human resources experience to Equifax. From 1996 to 2004, she served in several senior HR functions for The Coca-Cola Company, including Senior Vice President of Human Resource, where she led all human resource functions for the global beverage company, from 2000 to 2004. Since leaving Coca-Cola in 2004, Ms. Rushing had been an executive coach and HR consultant with Atlanta-based Cameron Wesley LLC.

Prior to joining Coca-Cola, Ms. Rushing was director, human resource for the Midwest Division of Pizza Hut, a division of PepsiCo from 1994 to 1996. From 1983 to 1994, Ms. Rushing worked for IBM Corp. in several human resource management positions. Ms. Rushing began her career as a recruiter and corporate training specialist with R.H. Macy's & Co. and Training Director for East River Savings and Loan.

A native of Virginia, Ms. Rushing received her bachelor degree in industrial psychology from East Carolina University and holds a master's in human resources and counseling from George Washington University. She is also certified as a Senior Professional in Human Resources from the Society for Human Resource Management.

Michael S. Shannon



**PRESIDENT
NORTH AMERICA
COMMERCIAL SOLUTIONS**

Michael Shannon leads the new North America Commercial Solutions, which includes US Strategic Sales, Canada Commercial, Business Development, Commercial Predictive Sciences and Data Management Services (Austin-Tetra). He assumed this role in January 2007.

Previously, he was based in London and managed all Equifax businesses throughout Europe which included operations in the UK and Ireland, Spain, and Portugal. He was named to this position in March 2002. Mr. Shannon began his European assignment in July 2001 as UK managing director and later expanded his scope to cover operations, technology, market development and new initiatives across Europe before becoming managing director of Europe. Just prior to his UK assignment, he managed Equifax's Asia Pacific Region.

Before that, Mr. Shannon was the General Manager of Equifax's City Directory business, a business directory publishing company acquired in 2000 as part of the acquisition of Polk's Direct Marketing business. He ran the division from May to December 2000 following his assignment as Senior Vice President, Corporate Development, responsible for corporate strategy and mergers and acquisitions worldwide.

Mr. Shannon also has served as Senior Vice President – Group Controller, North American Information Services, and Senior Vice President, international business development and head of mergers & acquisitions. Mr. Shannon joined Equifax in 1992 as Vice President and Assistant Treasurer.

Prior to joining Equifax, Mr. Shannon spent 15 years in the commercial banking industry, working for several regional and money center banks, the most recent being Citicorp North America where he was a Vice President in the structured finance and leasing division.

A 1976 graduate of the University of Central Florida, Mr. Shannon earned a Bachelor of Science degree in business administration. He received a master of business administration degree in finance from Georgia State University.

Paul Springman



**CHIEF MARKETING
OFFICER**

Paul Springman is Chief Marketing Officer for Equifax Inc. He was named to this position in February 2004 and leads the Center of Excellence that supports Strategic Marketing, Marketing Communications, Product Management, Data Services (U.S. and Canada), Predictive Sciences production and External Communications.

Prior to that Mr. Springman led Equifax Predictive Sciences, with responsibility for advanced analytics and decisioning platforms. Previously, he served as Group Executive, Strategic Planning. From September 2001 until August 2002, he served as Group Executive, North America Information Services which included all consumer and commercial businesses in the United States and Canada. From October 1999 until January 2001, he served as Senior Vice President – Sales and Marketing for Equifax North American Information Services. Since joining Equifax, Mr. Springman has held other senior sales, marketing and general manager positions.

Prior to joining Equifax in 1990, Mr. Springman served as Vice President for Mellon Bank Corporation. Before that, he held major consulting and management positions with United Telecommunications, Arthur Young and Company, and Pittsburgh National Corporation.

Mr. Springman earned a bachelor's degree in commerce from the University of Virginia in 1967 and a master's degree in marketing from Pennsylvania State University in 1972.

Mr. Springman's professional background includes: member, Board of Directors, Consumer Data Industry Association (CDIA); Board of Directors, Direct Marketing Association; Board of Directors, Zoo Atlanta; Board of Directors, Georgia March of Dimes; and Chairman, March of Dimes WalkAmerica for Metro Atlanta.

Mr. Springman served on active duty with the U.S. Navy from 1967 until 1971. He is currently a retired Captain in the U.S. Naval Reserve.

Robert J. Webb



**CHIEF INFORMATION
OFFICER**

Robert Webb is Chief Information Officer for Equifax Inc. He has global responsibility for systems strategy, architecture, data center operations, development and infrastructure operations. He joined Equifax and was named to this position in November 2004.

Mr. Webb previously held various business and technology leadership positions for General Electric from 1996 - 2004. In 1996 he joined GE's Corporate Initiatives Group. In 1997 he became CIO of the Power and Energy Systems division. In 1998 he became CIO for GE Global Consumer Finance. In 2000 he became CIO of GE Commercial Finance and in 2003, the Managing Director of GE Vendor Financial Services Canada. He has extensive international experience, having lived and worked in Europe, Greater China and Japan as a management consultant for Andersen Consulting and Electronic Data Systems.

He completed his undergraduate degree at the University of Western Ontario and holds an MBA from the European School of Management in Paris.