

Reconciliations of Non-GAAP Financial Measures to the Comparable GAAP Financial Measures (Unaudited)
(Dollars in millions, except per share amounts)

A. Reconciliation of net income attributable to Equifax to diluted EPS, adjusted for acquisition-related amortization expense, restructuring and asset write-down charges and income tax benefit:

	Three Months Ended September 30,		\$ Change	% Change
	2009	2008		
Net income attributable to Equifax	\$ 59.7	\$ 72.3	\$ (12.6)	-17%
Restructuring and asset write-down charges, net of tax (1)	-	10.5	(10.5)	nm
Income tax benefit (2)	-	(14.6)	14.6	nm
Net income attributable to Equifax, adjusted for restructuring and asset write-down charges and income tax benefit	59.7	68.2	(8.5)	-12%
Acquisition-related amortization expense, net of tax	13.7	13.9	(0.2)	-2%
Net income attributable to Equifax, adjusted for restructuring and asset write-down charges, income tax benefit and acquisition-related amortization expense	\$ 73.4	\$ 82.1	\$ (8.7)	-11%
Diluted EPS, adjusted for restructuring and asset write-down charges, income tax benefit and acquisition-related amortization expense	\$ 0.57	\$ 0.63	\$ (0.06)	-9%
Weighted-average shares used in computing diluted EPS	128.0	129.8		
	Nine Months Ended September 30,		\$ Change	% Change
	2009	2008		
Net income attributable to Equifax	\$ 173.7	\$ 208.8	\$ (35.1)	-17%
Restructuring and asset write-down charges, net of tax (1)	5.4	10.5	(5.1)	-49%
Income tax benefit (2)	-	(14.6)	14.6	nm
Net income attributable to Equifax, adjusted for restructuring and asset write-down charges and income tax benefit	179.1	204.7	(25.6)	-13%
Acquisition-related amortization expense, net of tax	40.6	41.0	(0.4)	-1%
Net income attributable to Equifax, adjusted for restructuring and asset write-down charges, income tax benefit and acquisition-related amortization expense	\$ 219.7	\$ 245.7	\$ (26.0)	-11%
Diluted EPS, adjusted for restructuring and asset write-down charges, income tax benefit and acquisition-related amortization expense	\$ 1.72	\$ 1.87	\$ (0.15)	-8%
Weighted-average shares used in computing diluted EPS	127.8	131.1		

B. Reconciliation of operating income to adjusted operating income, excluding restructuring and asset write-down charges, and presentation of adjusted operating margin:

	Three Months Ended September 30,		\$ Change	% Change
	2009	2008		
Revenue	\$ 451.9	\$ 484.1	\$ (32.2)	-7%
Operating income	\$ 106.3	\$ 107.2	\$ (0.9)	-1%
Restructuring and asset write-down charges (1)	-	16.8	(16.8)	nm
Adjusted operating income, excluding restructuring and asset write-down charges	\$ 106.3	\$ 124.0	\$ (17.7)	-14%
Adjusted operating margin	23.5%	25.6%		

nm - not meaningful

(1) Restructuring and asset write-down charges include severance of \$8.4 million in the first quarter of 2009 and severance of \$10.3 million, certain contractual costs of \$4.1 million and asset write-down charges of \$2.4 million in the third quarter of 2008. See the Notes to this reconciliation for additional detail.

(2) See Question #3 in the Q&A section of this document.

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C. Reconciliation of our effective tax rate to an effective tax rate, excluding certain items:

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2009	2008	2009	2008
Effective tax rate	33.6%	19.6%	36.0%	31.0%
Income tax benefit (1)	-	15.9%	-	4.7%
Effective tax rate, excluding certain items	33.6%	35.5%	36.0%	35.7%

(1) See Question #3 in the Q&A section of this document.

Notes to Reconciliations of Non-GAAP Financial Measures to the Comparable GAAP Financial Measures

Restructuring and Asset Write-Down Charges – During the first quarter of 2009, the company recorded an \$8.4 million, pretax, (\$5.4 million, net of tax) restructuring charge primarily related to severance expense in selling, general and administrative expenses on our Consolidated Statements of Income. During the third quarter of 2008, we recorded restructuring and asset write-down charges of \$16.8 million, pretax, (\$10.5 million, net of tax). Of this amount, \$10.3 million related to severance expense and \$4.1 million related to certain contractual costs, including office exit and cancellation fees, both of which were recorded in selling, general and administrative expenses on our Consolidated Statements of Income. The remaining \$2.4 million represents software asset write-down charges that were recorded in depreciation and amortization on our Consolidated Statements of Income.

Management believes excluding these charges from certain financial results provides meaningful supplemental information regarding our financial results for the three and nine months ended September 30, 2009, as compared to the same periods in 2008, since charges of such material amounts are not comparable among the periods. This is consistent with how our management reviews and assesses Equifax's historical performance and is useful when planning, forecasting and analyzing future periods.

Income Tax Benefit – During the third quarter of 2008, the applicable statute of limitations related to an uncertain tax position regarding our Brazilian operations expired resulting in the reversal of the related income tax reserves. The reversal of the reserves resulted in the recognition of a \$14.6 million income tax benefit. The income tax benefit was recorded in provision for income taxes on our Consolidated Statements of Income. Management believes excluding this income tax benefit from certain financial results provides meaningful supplemental information regarding our financial results for the three and nine months ended September 30, 2008, since an income tax benefit of such a material amount is not comparable to similar activity in the subsequent periods presented. This is consistent with how our management reviews and assesses Equifax's historical performance and is useful when planning, forecasting and analyzing future periods.

Net income and diluted EPS, adjusted for acquisition-related amortization expense, restructuring and asset write-down charges and income tax benefit - We calculate these financial measures by excluding acquisition-related amortization expense, restructuring and asset write-down charges, all net of tax, and the 2008 income tax benefit from the determination of net income in the calculation of diluted EPS. These financial measures are not prepared in conformity with GAAP. Management believes that these measures are useful because management excludes acquisition-related amortization expense and other items that are not comparable when measuring operating profitability, evaluating performance trends, and setting performance objectives, and it allows investors to evaluate our performance for different periods on a more comparable basis by excluding items that relate to acquisition-related intangible assets and items that impact comparability.

Adjusted operating income and operating margin, excluding restructuring and asset write-down charges - Management believes excluding the 2008 third quarter restructuring and asset write-down charges from the calculation of operating income and margin, on a non-GAAP basis, is useful because management excludes items that are not comparable when measuring operating profitability, evaluating performance trends, and setting performance objectives, and it

allows investors to evaluate our performance for different periods on a more comparable basis by excluding items that impact comparability.