

EQUIFAX INC  
Form FWP  
November 04, 2009

Filed Pursuant to Rule 433  
under the Securities Act of 1933  
Registration Statement No. 333-144009  
Issuer Free Writing Prospectus,

dated November 4, 2009

**EQUIFAX INC.**

**Final Term Sheet**

|                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Issuer:                             | Equifax Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Security:                           | 4.450% Senior Notes due 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Ratings:                            | Baa1 (Moody's) / BBB+ (Standard & Poor's)*                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Par Amount:                         | \$275,000,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Trade Date:                         | November 4, 2009                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Settlement Date:                    | November 9, 2009                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Maturity:                           | December 1, 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Coupon (Interest Rate):             | 4.450%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Interest Payment Dates:             | June 1 and December 1 of each year, beginning on June 1, 2010                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Price to Public:                    | 99.786%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Net Proceeds:                       | \$272,761,500                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Yield to Maturity:                  | 4.497%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Benchmark Treasury:                 | UST 2.375% due October 31, 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Spread to Benchmark Treasury:       | T + 212.5 bps                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Benchmark Treasury Price and Yield: | 2.372%, 100-00+                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Make Whole Call:                    | The Securities will be redeemable at the Issuer's option at any time or from time to time at a redemption price equal to (A) the greater of (i) 100% of the principal amount of such Notes and (ii) the sum of the present values of remaining scheduled payments of principal and interest (exclusive of interest accrued to the redemption date) on such Notes discounted to the redemption date on a semi-annual basis at the Treasury rate plus 0.35%, plus (B) accrued and unpaid interest to, but excluding, the redemption date. |
| Change of Control Put:              | At 101% upon occurrence of Change of Control Triggering Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Joint Book-Running Managers:        | J.P. Morgan Securities Inc.<br>SunTrust Robinson Humphrey, Inc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |



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|---------------------|------------------------------------------------------------------------------------------------|
| Senior Co-Managers: | Banc of America Securities LLC<br>RBS Securities Inc.<br>Wells Fargo Securities, LLC           |
| Co-Managers:        | BNY Mellon Capital Markets, LLC<br>Mizuho Securities USA Inc.<br>Morgan Keegan & Company, Inc. |
| CUSIP/ISIN Numbers: | 294429AH8<br>US294429AH86                                                                      |

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**\*A securities rating is not a recommendation to buy, sell or hold these notes. Each rating may be subject to revision or withdrawal at any time, and should be evaluated independently of any other rating.**

**The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, J.P. Morgan Securities Inc. or SunTrust Robinson Humphrey, Inc. can arrange to send you the prospectus if you request it by calling J.P. Morgan Securities Inc. collect at 1-212-834-4533 or SunTrust Robinson Humphrey, Inc. toll-free at 1-800-685-4786.**

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