

FLDI Announces Strategic Alliance with Equifax's APPRO loan and account origination solution

Alliance provides Equifax's APPRO clients with the ability to order multiple settlement services through the APPRO system.

AUSTIN, Texas, Jan. 27, 2010 - First Lenders Data, Inc. (FLDI), an Austin, TX - based provider of aggregated mortgage settlement services to the mortgage lending industry, and Equifax's APPRO loan and account origination solution, announced today the formation of a strategic alliance to provide Equifax's APPRO customers with multiple mortgage closing products and services through the APPRO loan origination system.

This strategic alliance was formed to provide Equifax's APPRO customers the ability to order multiple mortgage settlement services through the APPRO loan origination system. These services include flood zone certifications, automated valuations (AVM's), appraisals, gap valuation, title & property reports, alternative title products and a host of other real estate settlement services.

"We selected FLDI for settlement services technology because of their ability to aggregate service providers into one convenient online solution" said Barbara Lasseigne, Director of Product Management at APPRO Systems. "Instead of creating multiple interfaces with each settlement service provider, we now have the ability to tap into these service providers through one convenient interface. FLDI has aligned itself with the 'best of breed' service providers and we are confident that our customers will be excited about this latest enhancement to APPRO's loan origination system."

FLDI offers customers a variety of nationwide mortgage service options, including; credit reports, flood certifications, AVMs, appraisals including full, desktop and drive-by valuations, title reports, title insurance, closing and recording services, and much more, in one easy-to-use online central dashboard. The FLDI platform also enables lenders to integrate with legacy and existing front-end loan origination systems to use as a single point of contact.

"FLDI's mortgage technology solutions meet the evolving needs of today's lenders," said Tedd Smith, CEO of FLDI. "Our alliance with Equifax exemplifies our commitment to provide leading edge technology to the lending industry and enhances the 'user experience' for all of Equifax's APPRO customers. By interfacing with Equifax, we significantly reduce the number of 'clicks' it takes for users to order settlement services from multiple vendors."

About Equifax Inc.

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.

For more information on Equifax Inc., visit the company's Web site, www.equifax.com.

About First Lenders Data, Inc.

FLDI is an Austin, Texas-based provider of FirstClose, a mortgage settlement service solution for lenders looking to improve efficiency and accuracy while lowering costs and turn-around time. FirstClose is a single-point dashboard which aggregates nationally recognized vendors and service providers into one easy-to-use online solution. FirstClose products and services include credit reports, flood certifications, AVMs and traditional valuation products, as well as income verification, title insurance, doc prep, closing and recording services. Additionally, FirstClose provides more progressive services, including hybrid and gap valuations and alternative lien reports.