

EQUIFAX INC
Form FWP
June 27, 2007

Filed Pursuant to Rule 433 under the Securities Act of 1933
Registration Statement No. 333-144009
Issuer Free Writing Prospectus, dated June 26, 2007

EQUIFAX INC.

Final Term Sheet

| | |
|---|---|
| Issuer: | Equifax Inc. |
| Security: | 7.000% Senior Notes due 2037 |
| Ratings: | Baa1 (Moody's) / BBB+ (Standard & Poor's) |
| Par Amount: | \$250,000,000.00 |
| Trade Date: | June 26, 2007 |
| Settlement Date: | June 28, 2007 |
| Maturity: | July 1, 2037 |
| Coupon (Interest Rate): | 7.000% |
| Interest Payment Dates: | January 1 and July 1 of each year, beginning on January 1, 2008 |
| Price to Public: | 99.762% |
| Underwriting Discounts and Commissions: | 0.875% |
| Net Proceeds: | \$247,217,500 |
| Yield to Maturity: | 7.019% |
| Benchmark Treasury: | UST 4.500% 02/15/2036 |
| Spread to Benchmark Treasury: | T + 180 bps |
| Benchmark Treasury Price and Yield: | 89-12; 5.219% |
| Make Whole Call: | T + 30 bps |
| Change of Control Put: | At 101% upon occurrence of Change of Control Triggering Event |
| Joint Book-Running Managers: | Banc of America Securities LLC Wachovia Capital Markets, LLC |
| Senior Co-Managers: | SunTrust Capital Markets, Inc. Greenwich Capital Markets, Inc. J.P. Morgan Securities Inc. |
| Co-Managers: | Wells Fargo Securities, LLC BNY Capital Markets, Inc. Morgan Keegan & Company, Inc. Mizuho Securities USA Inc. |

Edgar Filing: EQUIFAX INC - Form FWP

Bear, Stearns & Co. Inc.

CUSIP/ISIN Numbers

294429 AG0 / US294429AG04

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. Alternatively, Banc of America Securities LLC or Wachovia Capital Markets, LLC can arrange to send you the prospectus if you request it by calling or e-mailing Banc of America Securities LLC at 1-800-294-1322 or dg.prospectus_distribution@bofasecurities.com, or Wachovia Capital Markets, LLC at 1-866-289-1262.
