

EQUIFAX INC  
Form 8-K  
July 01, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): July 1, 2010

EQUIFAX INC.  
(Exact Name of Registrant as Specified in Charter)

Georgia (State or Other Jurisdiction of Incorporation)	1-6605 (Commission File Number)	58-0401110 (IRS Employer Identification No.)
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1550 Peachtree Street, N.W. Atlanta, Georgia (Address of Principal Executive Offices)	30309 (Zip Code)
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Registrant's telephone number, including area code: (404) 885-8000

Not Applicable  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- .. Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

On July 1, 2010, Equifax Inc. announced that it has completed the previously announced sale of assets of its Direct Marketing Services division to Alliance Data Systems Corporation for gross proceeds of \$117 million, subject to certain adjustments. A copy of the press release is attached as Exhibit 99.1 hereto. Exhibit 99.1 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities under that Section and shall not be deemed to be incorporated by reference into any filing of the Company under the Securities Act of 1933, as amended, or the Exchange Act.

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits:

Exhibit No.	Description
99.1	Equifax Inc. press release issued July 1, 2010, announcing the completion of the sale of its Direct Marketing Services division.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

EQUIFAX INC.

By:	/s/ Kent E. Mast
Name:	Kent E. Mast
Title:	Corporate Vice President and Chief Legal Officer

Date: July 1, 2010

Exhibit Index

The following exhibit is being furnished with this report:

Exhibit No.	Description
99.1	Equifax Inc. press release issued July 1, 2010, announcing the completion of the sale of its Direct Marketing Services division.