



For Immediate Release

TSX Symbol: ETC

**EQUITABLE GROUP TO REPORT SECOND QUARTER 2008
RESULTS ON THURSDAY, JULY 31 AT 10 AM EASTERN**

Toronto, Ontario (July 15, 2008): Equitable Group Inc. will announce its results for the three and six months ended June 30, 2008 on Thursday, July 31, 2008 before the market opens.

Following release, the Company will host a conference call and webcast at 10:00 am Eastern on July 31.

To participate by phone, call 416-644-3415 five minutes prior. For a listen-only webcast, log on to www.equitablegroupinc.com.

The conference will be archived on the Company's website for three months. Alternatively, an archive of the call will be available at 416-640-1917 (passcode 21272670 followed by the number sign) until Thursday, August 7, 2008 at midnight.

About Equitable Group Inc.

Equitable Group Inc. is a leading niche mortgage lender. Its primary business is first mortgage financing, which it offers through The Equitable Trust Company, its wholly-owned subsidiary. Founded in 1970, Equitable Trust is a federally regulated trust company. It serves single family, small and large commercial borrowers and their mortgage advisors, as well as the investing public as a provider of Guaranteed Investment Certificates. Equitable's non-branch business model, valued relationships with third-party mortgage professionals and deposit-taking agents, and disciplined lending practices have allowed the Company to grow profitably and efficiently for many years. The common shares of Equitable Group Inc. are listed on the Toronto Stock Exchange under the trading symbol of "ETC". For more information, visit www.equitablegroupinc.com.

For More Information:

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