



For Immediate Release

TSX Symbol: ETC

EQUITABLE GROUP INC. TO HOST SECOND QUARTER CONFERENCE CALL AND WEBCAST THURSDAY, AUGUST 2 AT 10 AM EASTERN

Toronto, Ontario (July 24, 2007): Equitable Group Inc. will announce its financial results for the three and six months ended June 30, 2007 before the market opens on Thursday, August 2, 2007. Management will then host a conference call and webcast at 10 am eastern time to discuss the Company's performance.

To participate by phone, call **416 915 5761**. For a listen-only webcast, log on to www.equitablegroupinc.com.

Archive

The conference will be archived on the Company's web site for three months. Alternatively, an archive of the call will be available at 416-640-1917 (passcode 21241537#) from approximately one hour after the call ends until midnight Thursday August 9, 2007.

About Equitable Group

Equitable Group Inc. is a leading niche mortgage lender that focuses on single family dwelling, multi-unit residential and commercial mortgage financing in selected geographic territories in Canada. It conducts business through its wholly-owned subsidiary, The Equitable Trust Company, which was founded in 1970. Equitable is also a nationally-licensed deposit-taking institution. 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.

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