NEWS RELEASE

EQUITABLE GROUP INC.

TSX Symbol: ETC

EQUITABLE GROUP REPORTS RECORD 2008 FIRST QUARTER RESULTS

Surpasses Earnings & ROE Targets
Opens Lending Operations in Manitoba, Alberta
Expresses Confident Outlook

Toronto, Ontario (May 1, 2008): Equitable Group Inc. (“Equitable” or the “Company”) today reported record financial performance for the three months ended March 31, 2008 as well as significant progress towards its strategic goals for 2008.

First Quarter Financial Highlights

- Net income increased 21% to a record $9.7 million ($0.74 per share diluted) compared to $8.0 million ($0.66 per share diluted) in the first quarter of 2007.
- Return on equity was 18.8%, compared to Equitable’s 2008 objective of 16% to 18%.
- Productivity ratio improved to 26.0% from 26.5% in the first quarter a year ago – and was significantly better than the productivity ratio target of 27% to 30% for 2008.
- No loan losses were realized in the first quarter.

Operational Highlights

- Single-Family mortgage principal increased to $508.5 million (18% of principal outstanding) compared to $365.3 million (16% of principal outstanding) at March 31, 2007, as Single-Family production increased faster than the production of other mortgages due to the Company’s increased focus on this line of business.
- The Company opened its Single Family Lending Services business in Manitoba subsequent to quarter end to complement existing operations in Ontario and Alberta.
- Equitable introduced Commercial Mortgage – Broker Services to Alberta to take advantage of long-term opportunities to fund mixed-use, apartment, commercial and industrial building property mortgages.

Dividend

The Company's Board of Directors has declared a dividend in the amount of $0.10 per share payable on July 4, 2008 to shareholders of record at the close of business on June 13, 2008.

Management Commentary

"Equitable opened 2008 in record fashion, surpassing all of our performance objectives and beginning to deliver against our long-term plan," said Andrew Moor, President and Chief Executive Officer. "This plan calls for us to build our lending businesses in segments where we have the best market position, profit and sustainability potential, operate with a continuous improvement focus, and fund future growth primarily from the retention of earnings and non-dilutive forms of capital. Consistent with our plan, we have expanded the geographic footprint of our Single Family and Broker Services businesses to important new territories, started to shift mortgage assets to meet our risk and return objectives, and added to our financial strength as measured by an improvement in our total capital ratio, inclusive of general reserves. We're still in the early stages of our long-range plan, but we are delighted with progress to date."

This performance was achieved despite a decrease in Prime Rate of 25 basis points on January 23, 2008 and 50 basis points on March 5, 2008. Decreases in Prime Rate reduces interest rate spreads and earnings, in the short term, as the yield on variable mortgages decreases without an immediate reduction interest rates paid on GIC deposits.

During the quarter, the Company's total capital ratio increased by 0.4% to 11.4%. This increase in the capital ratio was achieved through a combination of factors including, most significantly, growth in capital from earnings' retention and management's actions to reduce risk weighted assets.

"Equitable produced above-target earnings growth and ROE, demonstrated the value of our low cost business model with improved productivity and preserved our outstanding record of credit quality," said Mr. Moor. "We also began to see very early benefits from re-weighting and repricing our mortgage portfolio, although these benefits will accrue to a much greater degree in future years."

Outlook

"Equitable is on pace for a year of strong financial and strategic progress," said Mr. Moor. "Through the first quarter and to date in the second, demand for mortgage financing in our areas of greatest strength showed continued strong demand. While we remain mindful of volatile economic and market dynamics – and have factored these into our risk management process – we are confident in Equitable's ability to meet our 2008 objectives. In fact, due to the global credit contraction and changes in securitization, our competitive position, particularly in the single-family marketplace, has been strengthened. This substantially increases the value of our enterprise and provides a long-term opportunity to improve interest rate spreads and investment returns."

Mr. Moor said the Company's plans for the development of the business are also on track. "We're excited by the long-term potential of our Single Family operations in Manitoba and Broker Services operations in Alberta," said Mr. Moor. "We are not expecting material contributions from either operation in 2008, but we do expect to put down solid roots in these communities by building our mortgage broker relationships and increasing our brand profile.

These expansions create additional opportunity for incremental growth in our core lending operations for the long term."

In 2008 so far, Prime Rate has decreased three times – including the most recent reduction which came into effect April 23, 2008, subsequent to first quarter end. Such reductions in Prime Rate compress net interest margin.

First Quarter Webcast
Management will discuss Equitable's results during a conference call beginning at 10 a.m. ET today. To listen to the audio webcast, log on to www.equitablegroupinc.com. To participate in the call, please dial 416-644-3416.

MD&A
The Company will post its MD&A for the three months ended March 31, 2008 on its website www.equitablegroupinc.com this morning. This document will also be archived on the site.

About Equitable Group Inc.
Equitable Group Inc. is a leading niche financial institution focused on single-family dwelling mortgage lending, Commercial Mortgage – Broker Services, a business line that funds loans on a variety of properties including mixed-use, apartment, commercial and industrial buildings, and commercial lending in partnership with mortgage banking organizations. Equitable is a nationally-licensed deposit-taking institution. It conducts business through its wholly-owned subsidiary, The Equitable Trust Company, which was founded in 1970. Equitable's non-branch business model, valued relationships with independent 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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Certain forward-looking statements are made in this news release, including statements regarding possible future business. Investors are cautioned that such forward-looking statements involve risks and uncertainties detailed from time to time in the Company's periodic reports filed with Canadian regulatory authorities. Many factors could cause actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. Equitable does not undertake to update any forward-looking statements, oral or written, made by itself or on its behalf. See the MD&A for further information on forward-looking statements.