



*TSX Symbol: ETC*

**EQUITABLE GROUP TO HOST SECOND QUARTER 2009 RESULTS CONFERENCE CALL  
THURSDAY AUGUST 6 AT 9:30 A.M. EASTERN**

**Dial in 416-915-5762**

Toronto, Ontario (July 23, 2009): Equitable Group Inc. will report its results for the three and six months ended June 30, 2009 before market opens on Thursday August 6, 2009.

The Company will hold its second quarter conference call and webcast at 9:30 a.m. EST August 6, featuring Andrew Moor, President and Chief Executive Officer, John Ayanoglou, Senior Vice-President and Chief Financial Officer, and Bill Edmunds, Senior Vice-President Credit, and Chief Risk Officer.

To access the call live, please dial 416-915-5762 five minutes prior to the call. To access a listen-only version of the webcast, please log on to [www.equitablegroupinc.com](http://www.equitablegroupinc.com). Alternatively, a replay of the call will be available until Thursday, August 13 at 416-640-1917 passcode 21311471 followed by the number sign or on the Company's website for three months.

**About Equitable Group Inc.**

Equitable Group Inc. is a niche mortgage lender. Our core business is first charge mortgage financing, which we offer through our wholly owned subsidiary, The Equitable Trust Company. Founded in 1970, Equitable Trust is a federally incorporated trust company. It serves single family, small and large commercial borrowers and their mortgage advisors. It also serves the investing public as a provider of Guaranteed Investment Certificates. Equitable is active in providing GICs across all Canadian provinces and territories. We actively originate mortgages in Ontario, Alberta and Manitoba. Equitable Group's shares are traded on the Toronto Stock Exchange under the symbol ETC. Visit the Company on line at [www.equitablegroupinc.com](http://www.equitablegroupinc.com) or [www.equitabletrust.com](http://www.equitabletrust.com).

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**For More Information:**

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