NEWS RELEASE

TSX Symbol: ETC

EQUITABLE GROUP TO HOST FOURTH QUARTER 2009 RESULTS CONFERENCE CALL THURSDAY FEBRUARY 25 AT 10 A.M. EASTERN

Dial in 416-644-3419

Toronto, Ontario, February 18, 2010: Equitable Group Inc. will report its results for the three and 12 months ended December 31, 2009 before the market opens on Thursday February 25, 2010.

The Company will hold its fourth quarter conference call and webcast at 10 a.m. EST February 25, 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 in five minutes prior to 416-644-3419. To access a listen-only version of the webcast, please log on to www.equitablegroupinc.com.

A replay of the call will be available until March 4, 2010 and it can be accessed by dialing 416-640-1917 and entering passcode 4230183 followed by the number sign. Alternatively, the call will be archived 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 or www.equitabletrust.com.

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For More Information:
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