EQUITABLE GROUP INC.

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

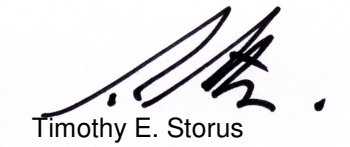
NOTICE IS HEREBY GIVEN that the Annual Meeting (the "Meeting") of Shareholders of Equitable Group Inc. (the "Company") will be held at the TSX Broadcast & Conference Centre Gallery, The Exchange Tower, 130 King Street West, Toronto, Ontario, Canada, on **Thursday, May 15, 2008** at 10:00 a.m. (Eastern Standard Time) for the following purposes:

1. to receive the financial statements of the Company for the year ended December 31, 2007 and the auditors' report thereon;
2. to elect directors;
3. to appoint the auditors and to authorize the directors to fix their remuneration; and
4. to transact such other business as may properly be brought before the Meeting or any adjournment thereof.

If you are unable to attend the Meeting in person, please complete and return the enclosed form of proxy in the envelope provided to the Company's transfer agent, Computershare Investor Services Inc., 100 University Avenue, 9th Floor, Toronto, Ontario M5J 2Y1 not later than 10:00 a.m. (Eastern Standard Time) on May 13, 2008, or fax it to 1-866-249-7775**.**

DATED at Toronto, Ontario this 24th day of March, 2008.

By Order of the Board of Directors



Timothy E. Storus
Vice-President, General Counsel,
Chief Compliance Officer and Secretary