



**TSX Symbol: ETC**

**For Immediate Release**

## **EQUITABLE GROUP LAUNCHES SEARCH FOR NEW CFO**

**Toronto, Ontario (July 5, 2007)** – Equitable Group Inc. today announced that Stephen Coffey, Senior Vice President and Chief Financial Officer, has resigned effective September 30, 2007 to pursue personal interests.

The Company has established a search committee to identify potential successors to Coffey and ensure an orderly transition of his responsibilities, said Andrew Moor, Equitable Group's President and CEO.

“Stephen has been a vital contributor to the success of the Equitable Group,” said Austin Beutel, Chairman of the Board. “Since joining the company in 2001, he has provided strong leadership and wise financial counsel during a period of profitable and efficient growth, which included the company's initial public offering. We thank him for his commitment and dedication.”

### **About Equitable Group Inc.**

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](http://www.equitablegroupinc.com).

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