



TSX Symbols: ETC and ETC.PR.A

**EQUITABLE GROUP TO HOST SECOND QUARTER 2010 RESULTS CONFERENCE CALL
THURSDAY AUGUST 5TH AT 2 P.M. EASTERN**

Dial in 416-644-3422

Toronto, Ontario (July 28, 2010): Equitable Group Inc. will report its results for the three and six months ended June 30, 2010 after market close on Wednesday, August 4, 2010.

The Company will hold its second quarter conference call and webcast at 2:00 p.m. ET Thursday, August 5th 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 416-644-3422. 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 August 12, 2010 and it can be accessed by dialing 416-640-1917 and entering passcode 4341498 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. We serve single family, small and large commercial borrowers and their mortgage advisors and actively originate mortgages in Ontario, Alberta, Manitoba and Quebec. We also serve the investing public as a provider of Guaranteed Investment Certificates. Equitable is active in providing GICs across all Canadian provinces and territories. Equitable Group's common and preferred shares are traded on the Toronto Stock Exchange under the symbols ETC and ETC.PR.A respectively. Visit the Company on line at www.equitablegroupinc.com or www.equitabletrust.com.

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For More Information:

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