

**For Immediate Release****Date:** October 31, 2008**Contact:** Robert Herrmann**Phone:** (212) 907-8080**E-mail:** [info@loringward.com](mailto:info@loringward.com)**Loring Ward – WRI Transaction Terminated**

Toronto, Ontario – Loring Ward International Ltd. (“Loring Ward” or the “Company”) (TSX: LW) today announced the termination of the arrangement agreement dated as of July 18, 2008 between the Company and Werba Reinhard Holdings Ltd., a subsidiary of Werba Reinhard, Inc. (“WRI”), pursuant to which WRI was to acquire all of the outstanding shares of Loring Ward for a cash purchase price of U.S.\$18.00 per share.

“While termination of the arrangement agreement is unfortunate,” stated David Rattee, Chairman of the Board and of the Special Committee of Loring Ward, “the Company continues to experience positive operating cash flow, remains debt free, is in strong financial condition and will continue to seek to enhance shareholder value. Accordingly, while we see no strategic reason to do a transaction at this time, Loring Ward will continue to meet its responsibilities to shareholders by reviewing any offers. We would like to take this opportunity to thank our shareholders and all other stakeholders for their patience and support”.

Despite Loring Ward’s efforts to renegotiate the agreement, the parties were unable to achieve mutually agreeable terms. WRI has expressed its belief that it is entitled to reimbursement of its expenses under the agreement’s termination provisions; however, the Company disagrees with this position. Further, Loring Ward believes that it has claims against WRI.

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**About Loring Ward**

Loring Ward International Ltd. provides in its core business a turnkey asset management program to some of America’s most knowledgeable and successful investment advisors and their clients. These services include investment strategies and products, back office operational processing, education and training, and business development support. The Company’s U.S. corporate offices are headquartered in New York. For more information, please visit [www.loringward.com](http://www.loringward.com).

The Company, in the ordinary course of its business, may explore potential proposals or be the recipient of proposals with respect to strategic opportunities and transactions, which may include strategic joint venture relationships, significant debt or equity investments in or by the Company, the acquisition or disposition of material assets or business lines, mergers, new products or services, new distribution methods and other similar strategic opportunities or transactions. The Company’s policy is generally not to publicly disclose the pursuit of a potential strategic opportunity or transaction unless and until a definitive binding agreement is reached. The public announcement of such matters could potentially materially affect the price or value of the Company’s securities. As a result, there can be no assurance that investors who buy or sell the Company’s securities are doing so at a time when the Company is not pursuing a particular strategic opportunity or transaction that, if publicly disclosed, could materially affect the price or value of the Company’s securities.

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Information in this news release that is not current or historical factual information may constitute forward-looking information within the meaning of securities laws. Forward-looking statements may include those relating to the Company's objectives and strategies, as well as statements of our beliefs, plans, expectations and intentions. Implicit in this information are assumptions regarding future revenue and expenses, economic conditions, and the results of pending and potential litigation involving the Company, as well as our business strategy, expectations, intentions, and other matters. These assumptions may prove to be incorrect, and actual outcomes and results, including the future operating results and economic performance of the Company, may differ materially because of many factors, including those discussed in this press release and in our other public filings. For more information on these risks and uncertainties you should refer to our detailed Financial Statements and Management's Discussion and Analysis, as well as a broader description of certain challenges and risks facing the Company, all of which is available at [www.sedar.com](http://www.sedar.com). Forward-looking information contained in this news release is based on our current estimates, expectations and projections, which we believe are reasonable as of the current date. You should not place undue importance on forward-looking information and should not rely upon this information as of any other date. The Company disclaims any intention or obligation to update the information in this press release or revise any other forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by law.

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