

For Immediate Release

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LORING WARD AGREES TO AMENDED FFL TRANSACTION AT US\$17.35 PER SHARE

Loring Ward International Ltd. ("Loring Ward" or the "Company") (TSX: LW) today announced that it has entered into an amended and restated arrangement agreement (the "Agreement") with Friedman Fleischer & Lowe, LLC ("FFL") for the acquisition of all of Loring Ward's outstanding shares at a price of US\$17.35 per share in cash payable in U.S. dollars (the "Plan of Arrangement"). The price is currently equivalent to approximately Cdn\$17.46. The price agreed to with FFL exceeds the US\$17.30 per share proposal offered by Werba Reinhard, Inc.

The Company has received an opinion from its financial advisor, BMO Capital Markets, that the offer is fair from a financial point of view to shareholders. The Special Committee and Board have concluded unanimously that shareholders should vote in favour of the Plan of Arrangement with FFL and have determined that the transaction is fair to Loring Ward shareholders and in the best interests of the Company.

The Plan of Arrangement continues to be subject to certain conditions, including, among others, minimum asset levels at the time of closing and required court and shareholder approvals, as set forth in the Agreement. As part of this amended Agreement, the Company has negotiated certain amendments to the transaction conditions that are more favourable to the Company and to shareholders and has agreed to an increase of US\$250,000 in the transaction break fee payable to FFL in the event the transaction is not completed in certain circumstances. The transaction break fee remains consistent with market comparables.

Further details are contained in the information circular being mailed today to shareholders and filed with the Canadian securities regulatory authorities at www.sedar.com, in connection with the special meeting scheduled to be held on August 6, 2008 to consider the Plan of Arrangement and related matters. A copy of the Agreement will also be filed at www.sedar.com shortly.

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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.

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.

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 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. 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.