

For Immediate Release

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Loring Ward Determines Werba Reinhard US\$18.00 Offer is a Superior Proposal

Loring Ward International Ltd. ("Loring Ward" or the "Company") (TSX: LW) today announced that Werba Reinhard, Inc. ("WRI") has made a firm offer to acquire, by way of a plan of arrangement, all of the outstanding shares of Loring Ward for US\$18.00 per share in cash payable in U.S. dollars, on terms that are acceptable to Loring Ward. Loring Ward has discussed, with WRI and its lenders, WRI's financing arrangements for its offer and, while there can be no assurance that the financing will be completed as planned, Loring Ward has concluded that it is likely that it will be completed.

The terms of the WRI offer are substantially similar to those of the previously announced US\$17.35 offer (the "FFL Offer") of Friedman Fleischer & Lowe Capital Partners II, L.P. ("FFL"). While the WRI offer does not include a traditional break fee, it does include a requirement to pay WRI's reasonable transaction related expenses (as is similar in the FFL Offer) and to pay Shareholders a not less than \$1.00 per share special dividend in certain circumstances, assuming FFL does not exercise its right to match and assuming an agreement is entered into with WRI and then such transaction with WRI were not to proceed.

Loring Ward's Special Committee and Board of Directors have determined that the WRI offer is a Superior Proposal under the terms of the existing definitive agreement with FFL (the "FFL Agreement") but have not entered into any agreement with WRI at this time. Unless and until a definitive agreement is signed with WRI, Loring Ward's Special Committee and Board of Directors as a whole continue to unanimously support and recommend that shareholders vote in favour of the FFL Offer. Pursuant to the terms of the FFL Agreement, FFL now has the right, but not the obligation, to match the WRI offer within a five business day period. The agreement with FFL remains in full force and effect at this time.

Both the FFL Agreement and the proposed WRI agreement are or would be subject to a number of conditions, including, among others, minimum asset levels at closing, the absence of material adverse changes and the receipt of certain approvals, and there can be no assurance that either would be able to be completed.

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 Management's Discussion and Analysis, 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.