

For Immediate Release**Date:** January 23, 2009**Contact:** William Chettle**Phone:** 646-285-4783**E-mail:** info@loringward.com**Loring Ward Completes Plan of Arrangement**

Toronto, Ontario – Loring Ward International Ltd. (“Loring Ward” or the “Company”) (TSX: LW) is pleased to announce the successful completion of the previously announced plan of arrangement pursuant to which Werba Reinhard Holdings Ltd., a subsidiary of Werba Reinhard Inc. (“WRI”), acquired all of the outstanding shares of the Company for a cash purchase price of U.S.\$11.25 per common share.

Robert Herrmann, the President & Chief Executive Officer of Loring Ward, stated “We would like to take this opportunity to thank WRI for their efforts and cooperation in bringing this transaction to a close, and we thank our shareholders, directors, management, employees, advisors, clients and other stakeholders for their patience and support throughout this process”.

With the completion of the plan of arrangement, Loring Ward’s common shares are expected to cease to be listed for trading on the Toronto Stock Exchange on or about the close of business on January 28, 2009. The Company intends to apply to the relevant securities regulatory authorities to cease to be a reporting issuer in each of the jurisdictions in Canada.

For shareholders who held their Loring Ward common shares through a broker, the payment of the purchase price will be processed through their broker. For shareholders who held their Loring Ward common shares in registered form, the payment of the purchase price will be processed after they deposit their share certificates with CIBC Mellon Trust Company, the depository for the transaction, in accordance with the instructions in the Letter of Transmittal previously sent. Any questions regarding payment of the purchase price, including any request for another form of Letter of Transmittal, should be directed to your broker, if applicable, or the depository via telephone at 1 (800) 387-0825 (toll free in North America) or (416) 643-5500 or via email at inquiries@cibcmellon.com.

Details of the transaction were contained in the management information circular of the Company dated December 5, 2008, which can be found at www.sedar.com.

Stikeman Elliott LLP acted as legal advisor and BMO Capital Markets acted as financial advisor to Loring Ward. Fogler, Rubinoff LLP acted as legal advisor and GMP Securities L.P. acted as financial advisor to WRI.

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.
