

Toronto Artist Lands Inaugural Equitable Bank Digital Artists Award
New award signals Equitable's evolution into digital space

Toronto, Ontario (November 3, 2015): Equitable Bank, a wholly owned subsidiary of Equitable Group Inc. (TSX: EQB and EQB.PR.C), is pleased to announce the winner of the inaugural *Emerging Digital Artists Award* (EDAA): Toronto-based multimedia artist Colin Rosati.

Equitable Bank awarded Rosati the \$5,000 prize on Friday, October 30, 2015 at the Art Gallery of Ontario in Toronto, where Rosati presented his winning entry, *Autocidal After-Image* – a video animation that explores the structure of digital and online space through user-generated data. Rosati's work will become the first new media piece in Equitable Bank's collection of almost 150 modern and contemporary works of art, mainly comprised of the work of Canadian artists.

"We are delighted to present Colin with our first Emerging Digital Artists Award," says Andrew Moor, CEO of Equitable Bank, the sponsor for EDAA (launched in July). "This award signals our commitment to supporting Canadian contemporary art and our growing investment in digital technologies. Alongside the development of our digital banking platform, EQ Bank, the EDAA highlights our interest in using these technologies toward experimentation and innovation in the finance sector and arts sector alike."

Rosati studied integrated media at OCAD University, Canada's largest and most comprehensive art, design and media university. He works with 3D modelling, the visual programming language Max MSP, single and multi-channel video and interactive installations.

Four additional finalists for the award presented their pieces in a private screening at the Art Gallery of Ontario on Friday: Santiago Tavera, Yi Xin Tong, Brianna Lowe, and Zinnia Naqvi, four emerging Canadian multi-disciplinary artists. Each of the finalists received a monetary prize of \$1,000.

This year's judges include: Aleksandra Kaminska, a Mitacs Elevate Postdoctoral Fellow at Simon Fraser University and a Research Associate at Sensorium: Centre of Digital Arts and Technology at York University; Marissa Neave, Programming Coordinator at InterAccess; and Lauren Pelc-McArthur, an award-winning Toronto-based multi-disciplinary artist.

"I am honoured to be the first recipient of Equitable Bank's Emerging Digital Artists Award," said Rosati. "It is encouraging to see Equitable Bank proactively support digital artists, which is essential to the development and growth of new media art in Canada."

About Equitable Bank

Equitable Bank is a diversified financial institution that operates coast to coast providing residential (prime and alternative) single-family lending services, commercial lending services and a variety of savings solutions, including high-interest savings products and GICs for

individual Canadians. Since its foundation in 1970, Equitable has grown to become Canada's ninth largest independent Schedule I Bank and a recognized service leader through its proven branchless banking approach. For more information about Equitable Bank, visit www.equitablebank.ca.

- 30 -

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