

21<sup>st</sup> July 2009

## **DENPLAN JOINS SOCIAL MEDIA REVOLUTION**

Social-media websites such as Facebook, Twitter, Linked In, Flickr and YouTube are becoming big business and an increasing number of dental practices are now getting involved. Many practice teams are using these sites as a way to communicate their news and views with both their patients and other dental professionals. Denplan is happy to announce that it has now joined the social-media revolution to enhance its offering even further and allow its members even easier access to the latest Denplan and industry updates.

These sites are not just designed for friends to chat and gossip. Denplan can now communicate latest news to its members and the general public through real-time updates, photo sharing and discussion groups - as well as offering expert advice to any questions or problems you might have.

Jodie Tisson, Digital Marketing Executive at Denplan commented: "Social media sites are a huge growth industry. They are also a great way for our members to keep track of the latest news and receive updates from Denplan. We strive to be at the heart of dental care and it's just another way for us to help support our members. Feel free to become a fan on Facebook or follow us on Twitter at: <http://twitter.com/Denplan> for real-time updates."

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### **Notes to Editors:**

#### **About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating over 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for over 22 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://www.denplan.co.uk)

**Denplan Care:** all routine and restorative care + worldwide dental injury and dental emergency cover  
**Denplan Essentials:** routine care only + worldwide dental injury and dental emergency cover  
**Plans for Children:** routine and other agreed care + worldwide dental injury and dental emergency cover  
**Denplan Emergency:** worldwide dental injury and dental emergency cover only  
**Denplan Enhance:** interest-free patient loans of £250 – £25,000 for dental treatment  
**Company Dental Plans:** company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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#### **About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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