

30th September 2009

DENPLAN CALL CENTRE - ONE OF THE BEST IN EUROPE

Denplan is once again celebrating after achieving 2nd place at this year's prestigious CCF European Call Centre awards in Birmingham. Denplan was ranked as 'Highly Commended' at the awards and was pipped to the post only by Cable & Wireless.

The CCF European Call Centre Awards formally recognise professional excellence right across Europe and, now in its 14th year, has become a firmly established annual event. It rewards individuals and companies that have made a real impact over the previous 12 months and Denplan were thrilled to be commended in the 'Best People Practice' category.

Julia Dawson, director of customer services at Denplan commented: "This is a wonderful achievement and a real testament to all the hard work put in by the customer services team here at Denplan. It is fantastic to be rated so highly, especially with such large and well known brands in the running.

"Our team of Customer Advisors are monitored on a monthly basis and the team are always ready to meet the exciting challenges facing UK dentistry today. Dentists and patients nationwide also recognise how they can benefit from our winning team, making us the number one provider of dental payment plans."

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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

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.

For more information:

Aideen Kavanagh / Lia Dean / Mia Edwards

Denplan Press Office

Tel: 01962 827 997 / 01962 828 194

Pressoffice@denplan.co.uk