

15th October 2009

DENPLAN CALL CENTRE DOES IT AGAIN!

After achieving second place at the CCF European Call Centre awards, Denplan is celebrating once again after out-performing national competition and coming second in this year's Top 50 Call Centres for Customer Service.

The Top 50 Call Centres for Customer Service is the biggest ever call centre benchmarking exercise, conducted by independent market research company GfK Mystery Shopping. The study was commissioned by Call Centre Focus magazine and Denplan came in second place for the second year running, with a score of 94.78%. First place went to F&C Investments with 94.95% and third place went to last year's winners, First Direct, with 91.73%.

Julia Dawson, Director of Customer Services at Denplan commented: "This is another fantastic accomplishment by the customer advisor and customer services teams here at Denplan. Everyone here really values the great customer service we offer and to have all our hard work recognised in these recent accolades is just wonderful, especially given the quality of the competition."

Simon Thorpe, Programme Director - Top 50 Call Centres for Customer Service commented: "Customer service is becoming more important than ever as consumers are more careful about where and how they spend their money. Companies are realising that in order to retain customers during difficult financial periods customer service has to be first class. We would like to congratulate Denplan for their excellent performance. We hope this initiative will inspire other call centres to improve their levels of customer service to reach the standards set by our Top 50 members."



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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.

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