

4th October 2010

## **ALL SMILES FOR DENPLAN GOLF CHAMPIONS**

The Denplan Golf Challenge final went off to a tee once again this September, with 26 golfers taking part on the Ailsa Championship course at the Westin Turnberry Golf Resort in Scotland.

Each player qualified from regional heats around the country, which took place throughout the summer, but the ultimate 2010 Denplan Golf Challenge champions were Glenn Robb and Roger Armstrong!

Nick Dobbs and Robert Bond were runners up and Paul White and Mark Turner came in third, with everyone thoroughly enjoying the day.

Gemma Mills, Events Executive at Denplan commented: "The Denplan Golf Challenge is one of the most long-running and popular events on the Denplan calendar, and this year's event certainly went with a swing!

"All the golfers enjoyed some great weather while they completed a nine-hole warm up round and a full day's play on this most prestigious course. This was all followed by a complimentary dinner, awards presentation and over-night accommodation - all courtesy of Denplan! It was another hugely successful day and we're already planning the Denplan Golf Challenge 2011, so watch this space!"

For more information about the Denplan Golf Challenge or any of the other Denplan events, Please contact the Events team on 0800 169 5697.

For more photos from the event please visit [Denplan's Flickr page](#).



**Winners: Glenn Robb and Roger Armstrong**

**-ends-**

**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 approximately 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 nearly 25 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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