

21 July 2010

## **ARTS AND BUSINESS AWARD FOR DENPLAN**

Denplan is celebrating after winning the 'People Development' category at the Arts & Business South East Awards 2010, which took place on the 14 July at the Cass Sculpture Foundation, Chichester, in partnership with Rolls-Royce Motor Cars.

The Arts & Business Awards celebrate the best in creative collaborations between the corporate sector and the arts across the south east region. The award was given based on Denplan's ability to utilise theatre techniques to improve communication skills across all areas of the business with the help of theatre specialists BOP Training.

David Gibbons, Sales Strategy Manager at Denplan said, "When it comes to making a good first impression, communication skills are as important as oral health and it's something that we pride ourselves on here at Denplan. BOP has helped us raise our game in the way we communicate internally and externally, both of which are vital to any business, and we are thrilled to win this award for our work with them."

Jane Chambers, Regional Director for Arts & Business said: "I'm delighted for all this year's winners, which were chosen from a very strong shortlist. These inspirational partnerships demonstrate great passion, creativity and commitment."

**-ends-**



**Photo caption:** Photo shows (left to right) Peter Stephens from BOP, David Gibbons from Denplan and Nick Peters from Business First

**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. The company was established in 1986 by two dentists who pioneered the concept of dental payment plans. 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.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

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

## **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/Mia Edwards/ Sara Lovell

Denplan Press Office

Tel: 01962 827 997

[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)