

16 November 2010

## Denplan Awarded 'Best Large Stand' at BDTA

As part of the 2010 BDTA Dental Showcase, Denplan was recognised as the winner of Exhibiting Magazine's 'Best Large Stand' category!

Exhibiting is the UK's leading exhibition and events magazine, which conducted an independent review of all the stands at this year's showcase. Editor, James Barrett, commented that: "The Denplan brand was very well represented by its stand and staff. Staff were bright and attentive and the stand design, promotional giveaways and staff attire all linked in to its brand values and image."

The Denplan stand asked "Do you do Denplan?" and demonstrated that it is the only dental payment plan brand that consumers can ask for by name. Denplan's Managing Director, Steve Gates added: "Our stand this year was designed to highlight the unique benefit that our brand offers members.

"The BDTA has been a great success for us this year and this award is the icing on the cake, recognising the team spirit and hard work of our Events team and all the staff on the stand."

-ends-

237 words





#### 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.

##### **For more information:**

Aideen Kavanagh / Mia Habens

Denplan Press Office Tel: 01962 827 997/01962 828 194, [Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)