

20th October 2011

Denplan launches latest Practice Support innovation at BDTA

With a reputation for innovation gained over 25 years supporting the profession, it was no surprise that Denplan marked its 25th Anniversary celebrations with the launch of yet another innovative marketing service.

Completely free and exclusive to Denplan members Denplan CommsBuilder is an online tool that provides practices with the ability to create their own marketing literature – at a fraction of the cost.

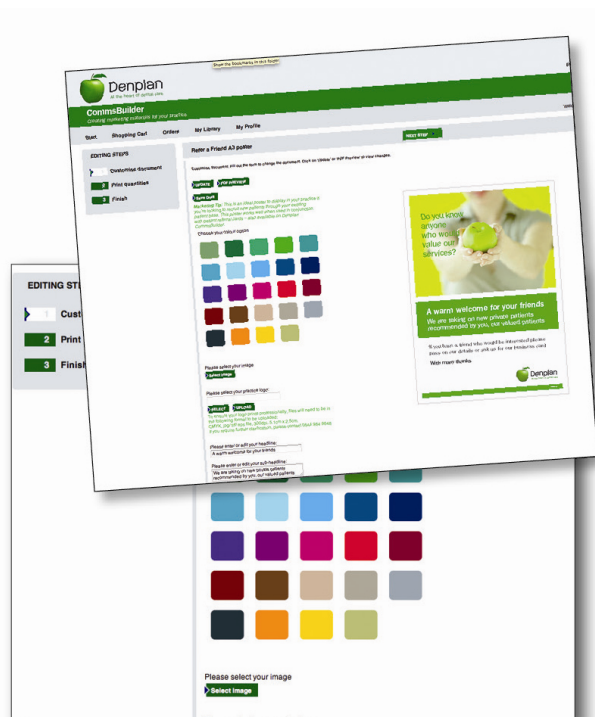
Not only is it easy to use but it puts practices in control of their marketing materials. From posters and leaflets to patient referral cards, gift vouchers and much more, Denplan CommsBuilder provides a host of templates which practices can customise to create bespoke literature to support their own practice activities.

Once colours, logos and text have been added, practices can download a print-ready version (PDF) to email directly to a printer of their choice. Alternatively, they can take advantage of negotiated rates via Denplan's print partner, with the finished product delivered directly to their door.

Commenting at the launch, Denplan's Marketing Communications and Brand Manager Sarah Bradbury said: "Denplan recognises that marketing is vital in the modern business environment. And as supporting member practices is what we do, we've looked to make this process easier for members and their practice teams.

"Denplan CommsBuilder is a completely free and exclusive service for our members. It complements the support supplied by our Consultants and our Practice Marketing Support team, while demonstrating our continuing commitment to practice support. We've also negotiated exclusive print rates, which can be up to 80% cheaper than high street prices. It enables practices to proactively take control of their marketing activities in an easy to use and affordable way."

To find out more about Denplan CommsBuilder, call 0800 169 9962 or contact your Denplan Consultant.



-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 dentists nationwide (around a third of General Dental practitioners) 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

Denplan Care: all routine and restorative care + worldwide dental A & E cover

Denplan Essentials: routine care only + worldwide dental A & E cover

Plans for Children: routine and other agreed care + worldwide dental A & E cover

Denplan Emergency: worldwide dental A & E 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

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 120,000 staff and tied agents and, as of 31 December 2005, had €1,064 billion in assets under management. AXA reported total IFRS revenues of €72 billion and IFRS underlying earnings of €3,258 million for the full year 2005. Our previous company performance is not a guide to how we may perform in the future.

AXA ordinary shares are listed on the Paris Stock Exchange; AXA American Depositary 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 827 931

Pressoffice@denplan.co.uk