

16th May 2011

Outstanding Achievement for Denplan Chairman

Denplan is extremely excited and proud to announce that its Chairman, David Phillips, has been recognised with a special honour at this year's Dental Awards.

The Dental Awards are organised by The Probe magazine and developed to recognise and reward the very highest standards in UK dentistry and oral healthcare. David was thrilled to receive the award for Outstanding Achievement at the glittering awards ceremony, which took place at the Lancaster House Hotel in London on the 6th May.

Keith Hemmingway, Chairman of The Dental Web, presented David with the award and spoke of David's 'glittering career', both in the UK and overseas. He also praised David for his work with the GDC, WHO, Oasis and Denplan, as well as his tireless dedication to the profession and his family. David was described as a 'rather special and intriguing individual' and the team at Denplan could not agree more.

Steve Gates, Denplan Managing Director, said: "I could not be happier for David, who certainly deserves this prestigious award. He is a real character and entirely devoted to the dental profession and to Denplan. His achievements truly are 'outstanding' and long may his involvement continue!"

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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 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

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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