

**18 March 2010**

**DENPLAN APPOINT NEW DEPUTY CHIEF DENTAL OFFICER**

In support of its motto, 'By Dentists, For Dentists', Denplan is delighted to announce that Henry Clover (BDS) has been promoted to Deputy Chief Dental Officer. Henry will also join the Denplan Executive Leadership Team (Denplan's Board), representing Professional Services.

A former general dental practitioner, Henry converted his own practice to private practice in 1993. With his experience as a Denplan member dentist, he joined Denplan's Professional Services department on a part-time basis in 1998 and full-time in 1999, with responsibility for professional support and member services.

Commenting on Henry's promotion, Denplan's Chief Dental Officer, Roger Matthews said: "Denplan was set up by dentist, for dentists and Henry's promotion means the profession now has even stronger representation at the fore of the UK's leading dental payment plan specialist. This is good news for dentists, good news for the profession and great news for Denplan!"

Henry added: "I am delighted to take on this new role and look forward to the challenges that leading the Professional Services Team will most certainly bring. Here at Denplan we always strive to listen to our members and offer services, solutions and training designed to meet their individual needs, particularly at a time of increasing regulation and change within the profession. I will do everything I can to help my team achieve this goal."

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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 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](http://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.

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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 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:**

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