

27 April 2010

DENPLAN CELEBRATES DOUBLE AWARD NOMINATION

Denplan is celebrating once again today after have two separate departments nominated for a prestigious national award.

Both Denplan's Practice Support Advisor team and Conversions team have been nominated in the 'Sales Support/Customer Service Team of the Year' category at the British Excellence in Sales & Marketing Awards (BESMA) and will attend the glittering gala evening on 27 May at London's Lancaster Hotel.

The BESMA awards are organised by The Institute of Sales & Marketing Management and represent the UK's highest level of recognition for outstanding sales achievement. Hundreds of companies nominated their top sales people for these awards and a rigorous first round of judging has whittled the entries down to a select group of finalists.

Denplan was named 'Rising Star' at last year's awards and could not be more thrilled with the double nomination for the 2010 event.

Denplan's MD Steve Gates said: "The BESMA nomination is a tremendous achievement for the PSA and Conversions teams here at Denplan and recognition of the quality of customer care and practice support we offer our member dentists and their patients. I wish both teams the best of luck at the award in May."



Denplan's Practice Support Advisor Team at the BESMA Awards in 2009

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

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.

press release



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