



4<sup>th</sup> February 2009

## **DENPLAN CELEBRATE THREE-STAR SUCCESS**

Denplan, the UK's leading dental payment plan specialist, is celebrating today after being awarded the Best Companies Three Star Accreditation for employee engagement, for the fourth consecutive year.

This star-rating accreditation is an award run by Best Companies, the organisation behind the prestigious Sunday Times list of 100 Best Companies to Work For. Companies that enter can achieve no stars, one, two or three stars – with three stars given to only 55 of the 639 companies who entered.

The star levels are based upon the level of employee engagement, as demonstrated by fifty-four questions in the annual Sunday Times questionnaire. One star means first class, two stars means outstanding and three stars means extraordinary. The extraordinary category indicates levels of workplace engagement where employees are willing to go the extra mile, do what it takes to make the company a success and who have the organisations best interests at heart.

Steve Gates, Managing Director at Denplan commented: "This award is real testament to the team here at Denplan, which continually goes that extra mile and rises to new challenges.

"As managing director it's hugely gratifying to know that Denplan commands such high levels of commitment and loyalty from its employees, without compromising their work-life balance. This winning attitude is the key to our success as the leading dental plan specialist and what makes us the number one choice for dentists looking to convert to private practice."

**-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 member dentists nationwide treating over 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 provides 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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