

9 June 2010

## **DENPLAN EXTENDS ITS SPONSORSHIP OF WINCHESTER CITY FOOTBALL CLUB**

Denplan has extended its five year sponsorship of Winchester City Football Club in a deal that secures the future of the club through to 2012.

The club will continue to be called the Denplan City Ground.

Steve Gates, Denplan Managing Director, said: "Denplan is delighted to be part of the continued success of the club as it aims to build on its run of eight unbeaten games at the end of the season to secure promotion in 2011.

"As a company we believe it's important to support activities in the local community that make Winchester a vibrant place to work. Our support of this and other community projects around Winchester demonstrates our continued commitment to the city."

**-ends-**

### **Photo Caption:**

Bernadette McCarthy of Winchester City Football Club presenting Denplan managing director Steve Gates with a signed team shirt, marking the company's continuing sponsorship of the club.

### **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](http://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.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://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 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.

## **For more information:**

Aideen Kavanagh/Mia Edwards/ Sara Lovell

Denplan Press Office

Tel: 01962 827 997

[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)