

6th September 2010

DENPLAN GET ON ITS BIKE FOR DENTAID!

Following the success of last year's events, Denplan once again encouraged both dentists and staff to get on their bikes at the 2010 Coast to Coast Charity Bike Rides, on behalf of Dentaaid.

In fact, 41 riders took part in the 2010 bike rides, raising over £10,000 for Dentaaid - allowing them to supply countries in the developing world with access to dentistry.

The first trip took place in the North of England from 30th July-1st August and covered the 140 miles from Whitehaven to Tynemouth. Riders climbed through the Lake District and across the Pennines, reaching the Hartside Summit and down into the Durham Dales into Tynemouth in great time.

The second trip took place in the South from 28th-30th August, and covered the 104-mile route from Ilfracombe to Plymouth. The weather on this bank holiday weekend was surprisingly good, allowing all the riders to take in the stunning scenery from the North Devon Coast to the Dartmoor National Park, following wooded river valleys and finishing in glorious sunshine in Plymouth.

Gemma Mills, Events Executive at Denplan commented: "The Coast to Coast Charity Bike Rides are always a fun edition to the Denplan Event's calendar and we welcome any cyclists, from experienced to novice. Everyone gets a huge sense of satisfaction from completing these challenging routes and to top it off, we have already collected over £10,000, with the sponsorship money still coming in!

I would like to thank all of those who took part, and made both weekends such a success. We're already looking forward to next year's events!"

For more information about the Coast to Coast bike rides please contact Denplan on 01962 827 912 or email events@denplan.co.uk. To view photos from the bike rides, please visit Denplan's flickr website: www.flickr.com/photos/denplanevents/collections/



Whitehaven to Tynemouth 2010



Ilfracombe to Plymouth 2010

-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 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

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.

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