

19th May 2011

Everyone deserves a Denplan Ninja

You may have spotted acrobatic, green-clad figures whizzing about at the 2011 BDA Conference and Exhibition in Manchester and wondered what this was all about. Denplan revealed that it wasn't an alien invasion but its secret weapon - Ninjas! That's right, Denplan Ninjas - discreet and extremely efficient, operating unobtrusively in the background.

Whether it's Business Development Ninjas, Practice Support Ninjas, Training Ninjas or Customer Advisor Ninjas - they have been Denplan's most closely guarded secret...until now. Working collaboratively with practice teams to reduce admin, offer advice, organise training Denplan exists ultimately, to make practices more profitable.

Managing Director, Steve Gates, commented: "Although the Denplan Ninjas campaign is a bit tongue-in-cheek, there is a serious message behind it. By demonstrating the principle of discreet, quality service, we want to communicate the additional benefits membership includes.

"This campaign also aims to demonstrate that as market leaders we are constantly pushing the boundaries while highlighting the ruthless efficiency that differentiates us from our competitors. It's the reason Denplan has been the UK's leading dental payment plan specialist for a quarter of a century, and how it continues to offer the most innovative products and value-added services."

For more information about Denplan's seriously efficient business support services, please go to www.denplan.co.uk or call us on 0800 401402.

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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 member dentists nationwide treating approximately 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for nearly 25 years. 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.

For more information:

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