

8<sup>th</sup> February 2010

## **DENPLAN TO RIDE COAST TO COAST FOR DENTAID...TWICE!**

Denplan is delighted to announce the official dates for this year's charity Coast to Coast bike rides, on behalf of oral health charity Dentaïd.

As last year's events were so successful, once again Denplan has organised two separate rides on behalf of Dentaïd, allowing them to supply countries in the developing world with access to dentistry. The first trip will take place from 30 July-01 August and will follow the famous 140 mile route from Whitehaven to Tynemouth.

The second trip will take place from 28-30 August and will take in the spectacular scenery from the beaches and estuaries of North Devon to the beautiful green valleys of the Torridge, the Tavy and other West Country rivers on the 103 miles from Ilfracombe to Plymouth. This ride is perfect for all the family and cyclists are welcome to take part in the whole ride, for one day, or just for a few hours!

Gemma Mills, Events Executive at Denplan commented: "the Coast to Coast bike rides are always great fun and we are looking to make 2010 the best yet! These events are an excellent opportunity to get your practice team together, get fit and have some laughs, while making a real difference to the lives of people in disadvantaged communities across the world."

For more information about the Coast to Coast bike rides please contact Denplan on 01962 827 912 or email [events@denplan.co.uk](mailto:events@denplan.co.uk).



Whitehaven to Tynemouth 2009



Ilfracombe to Plymouth 2009

**-ends-**

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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 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](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.

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