

Date: 22 January 2010

DENPLAN WEB TV SHOW ADVISES PATIENTS ON FINANCE

As part of its campaign to raise awareness of the benefits of regular dental check-ups, Denplan is hosting a live WebTV show that will provide consumers with independent financial advice on budgeting for a better future for their families. (Join the chat live online at www.webchats.tv on Wednesday 27 January at 15.00 hrs.)

Roger Matthews, Chief Dental Officer, Denplan will join eminent broadcaster and published financial expert, Cliff D'Arcy, on the couch to chat live, online with consumers via key lifestyle websites.

This campaign follows Denplan's recent national radio coverage of key findings from its annual 'consumer attitudes towards dentistry' survey, conducted by *YouGov. The survey highlighted an eight-year low in dental attendance, with the main reason stated among non-attendees as the cost of dental care.

"Patients, private or NHS, who pay-as-they-go for their treatment are concerned about potentially high and unexpected bills for their dental care," said Roger Matthews, "and rightly so in the current economic climate."

"Our research among dentists, private and NHS, showed that patients on a payment plan are less likely to miss appointments or delay treatments than those required to pay at point of treatment."

"Our radio and WebTV campaigns are aimed at explaining to patients the benefits of budgeting for their oral health through regular monthly payments that a payment plan allows.

"As a nationally recognised and trusted brand, Denplan can drive home this message to consumers in support of our member dentists."

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*Source: The survey was conducted by YouGov Plc on behalf of Denplan Limited. Total sample size was 2025 adults. The fieldwork was undertaken between 20th - 23rd October 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

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Notes to editor

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 over 22 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.

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