

19<sup>th</sup> July 2010

## **Denplan website so Wii-easy to register!**

Denplan member Nicky Kay found a novel way to register her husband with dental payment plan specialist, Denplan, by using her son's Nintendo Wii games consol.

When the family's laptop had technical problems connecting to the internet, 10 year old Alex Kay came to his mum's rescue and showed her how to access websites through his Wii. Nicky said: "I wanted to register my husband Paul with Denplan but frustratingly our laptop just wouldn't connect to the internet. Then my son Alex suggested I use his Wii console instead and sat with me as we navigated through the Denplan online registration form together. The whole process was very easy and we managed to register my husband with Denplan in minutes!"

Denplan Managing Director Steve Gates said: "We're delighted that the Kay family found such a convenient and easy way to register with Denplan, so hats off to their ingenuity! It's great that patients are evidently finding our website easy to navigate and find key information, and that even a games consol can provide clear step by step registration.

"In light of this, we're also waiting to see whether we receive an online registration from a Mr Mario or Mr Sonic the Hedgehog soon!"

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**Photo caption:** Photo shows 10 year old Alex Kay registering his dad with Denplan on his Wii console.

**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

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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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