

12th August 2010

WWW.DENPLAN.CO.UK – DRAWING PATIENTS INTO PRACTICES

Have you ever wanted to inform more patients about your practice and encourage them to pay you a visit? Denplan's new website at www.denplan.co.uk has been designed to do just that.

Having undergone a re-design to compliment Denplan's refreshed brand, the site is now more user-friendly for patients. So whether a patient is looking for their nearest Denplan practice or wants to know how the pricing structure of a dental payment plan is worked out, the website makes it easy for them to find what they're looking for.

Jodie Tisson, Digital Marketing Channel Executive at Denplan said: "With such strong brand recognition among consumers, we wanted to create a patient experience that not only tells them about Denplan but also provides a direct link to our member dentists."

"The patient area enables browsers to find a dentist, contact a practice or even sign-up online to Denplan. We've even included an introduction to our pricing, highlighting the benefits of private dentistry including choice, quality, more time spent with the dentist and the benefits of preventive oral healthcare, as well as the value-added services patients receive as a result of their Denplan membership!"

The new website now features clear areas for member and non-member dentists, so visitors to the site can find the information they're looking for quickly and easily. It also ensures that it's easy for any dentist or practice team member to get in touch with Denplan to find out more about the products and services available to them – at the click of a mouse.

For more information please visit Denplan's new website at www.denplan.co.uk, or contact 0800 328 3223.

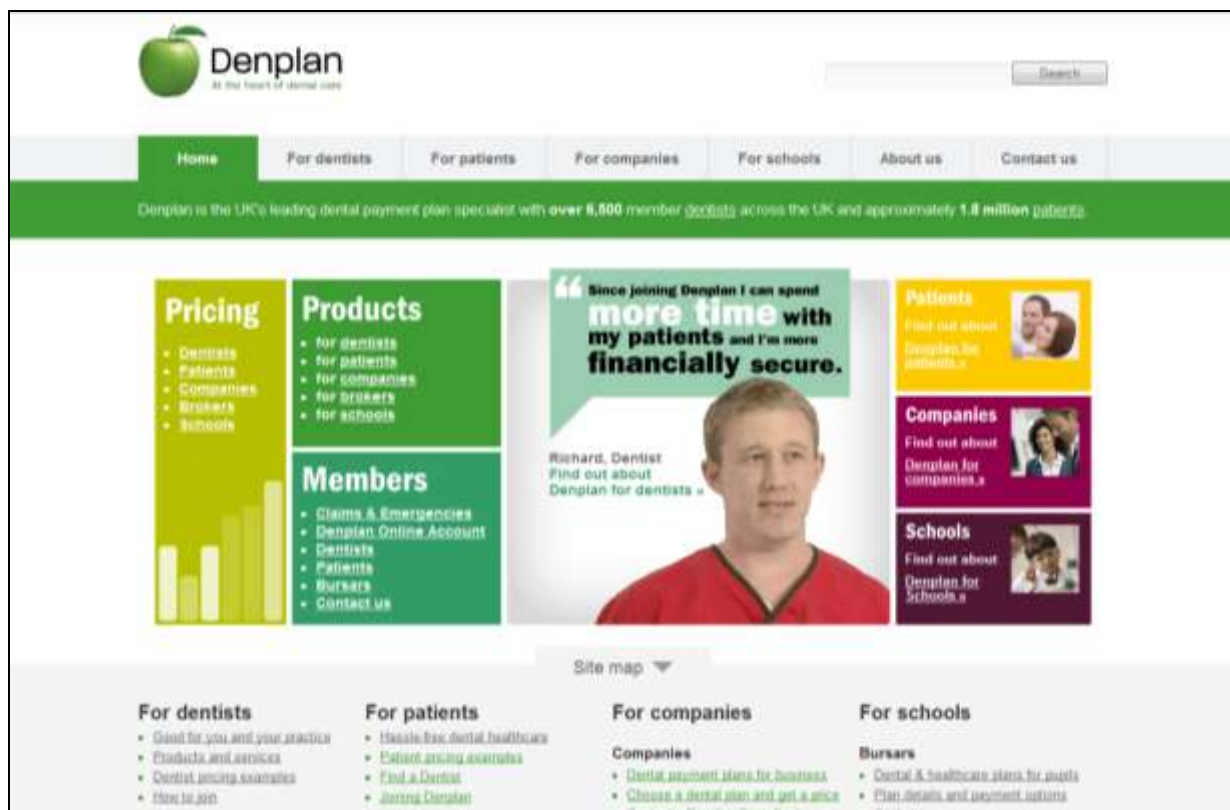


Image caption – New homepage at www.denplan.co.uk

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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. 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 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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