

1st July 2010

DENPLAN'S SPORTING HEROES

England's underwhelming World Cup performance may have dashed many dreams, but Denplan still have good reason to celebrate after its sporting success at this year's Corporate Games.

Denplan smashed all personal records and walked away with two gold medals in the UK leg of the prestigious worldwide Corporate Games, held in Liverpool between 14-16 May 2010. Denplan entered teams in the mixed netball, football and tennis categories and fought off stiff competition from the likes of Fujitsu, John Lewis, IBM and Vodafone.

Special mentions are in order for Denplan's netball squad 'Team Danger' who were undefeated for both days and went on to win Gold. This is an improvement on the Silver medal they picked up in the 2009 Brighton games and the Bronze the year before at the World Games in Sheffield. In addition, Chris Davies' tennis performance could have given Wimbledon-star Andy Murray a run for his money, picking up Gold in the Men's Singles!

The Corporate Games brings nationwide companies together to compete against one another in friendly sporting events as well as promoting healthy lifestyles and team work.

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Photo caption: Photo shows Denplan team members and their competitors on the medal podium. Centre of podium shows Denplan's Doug Grant accepting Gold on behalf of netball squad Team Danger.

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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