

26th October 2010

Denplan Officially 'Best Dental Plan Provider'!

Denplan is extremely proud and excited to have been voted 'Best Dental Plan Provider' at this year's Health Insurance awards.

The glittering awards ceremony took place at the Grosvenor House Hotel in London on the 21st October. Denplan were thrilled to accept the award - especially as it's the first time this category has been featured.

National Relationship Manager, Gary Williams, said: "We're delighted that dental benefits are really taking their place as a core employee benefit for companies and recognition as a real health and wellbeing proposition to employees."

Dental payment plans not only promote the regular dental attendance that's so important in preventive care, but people lucky enough to have access to a dental benefit through their employer are also far less likely to cancel or delay their appointments. Companies understand this and 90% of companies agree that good dental health supports the overall wellbeing of their staff.

Gary continued: "Denplan has been at the heart of dental care for nearly 25 years and is dedicated to preventive care. That's why we tailor our corporate products to suit both companies and employees to ensure that both get the very best value and service, and we're delighted that our efforts have been recognised in this area."

For more information about Denplan's range of corporate plans, please call 0800 169 3279 or go to www.denplan.co.uk/companies



Photo: Heath Insurance's David Sawyers, Denplan's Gary Williams and Award Host Patrick Kielty

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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. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for nearly 25 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.

For more information:

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