

8 April 2010

HIT THE SLOPES WITH DENPLAN

Denplan is happy to announce confirmation of its 2011 Denplan Ski Conference, which will take place from the 22-29 January in the beautiful Zell am See resort in Salzburg, Austria.

The event is organised for Denplan member dentists and will not only include six exciting days of superb skiing, but also a variety of apres-ski activities and daily clinical seminars. These seminars will cover a variety of industry subjects and will also provide up to 5 hours of verifiable CPD.

Gemma Mills, events executive at Denplan commented: "Zell am See is a glacier resort two hours from Salzburg and a charming lakeside town with a variety of shops, bars and cafes to enjoy after a hard day of skiing! The trip also includes accommodation at the four-star Stadt Wien Hotel, which is just a six minute walk to Zell centre and has a 'Vitality Oasis' spa, which includes a sauna, solarium, salt therapy room, and an indoor and outdoor swimming pool.

"This is one of the many outings in the Denplan members' events calendar and it is always one of the most popular. Places for this event go really fast, so for more information, please contact the Denplan Events team".



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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 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 A & E cover

Denplan Essentials: routine care only + worldwide dental A & E cover

Plans for Children: routine and other agreed care + worldwide dental A & E cover

Denplan Emergency: worldwide dental A & E 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 120,000 staff and tied agents and, as of 31 December 2005, had €1,064 billion in assets under management. AXA reported total IFRS revenues of €72 billion and IFRS underlying earnings of €3,258 million for the full year 2005. Our previous company performance is not a guide to how we may perform in the future.

AXA ordinary shares are listed on the Paris Stock Exchange; AXA American Depositary Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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