

5th March 2010

NURTURING YOUR PRACTICE WITH DENPLAN

Denplan is happy to announce the launch of a brand new plan designed to offer its Key Clients ongoing practice support for the whole team - The Nurture Plan.

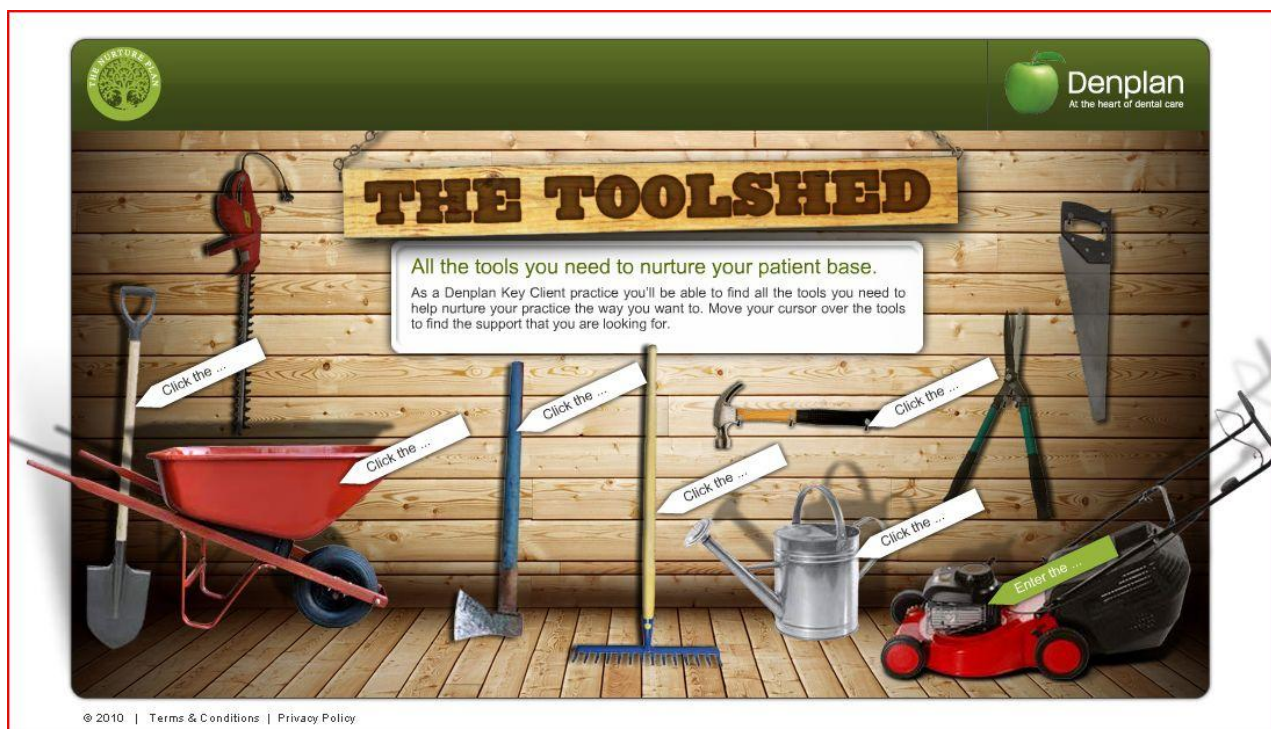
The Nurture Plan is designed to help support your business goals and objectives for 2010 and beyond. It offers training for both dentists and the practice team to help you develop your skills and gain verifiable CPD. It can also ensure that you are getting the most value-for-money assistance from Denplan and allow you to identify and focus on longer-term objectives, such as growing your business, further training, smartening up your practice, or all of these!

As an introduction to the Nurture Plan, Denplan is inviting all its key clients to attend a free refresher training course which has been tailored to help you with all aspects of your practice. These courses offer information on the basics of Denplan as well as training and support guidance that can help stabilise and strengthen the roots of your practice.

Director of Marketing and Sales at Denplan, Sandy Brown says: "Whether you've been a Key Client for two years or two decades, we would like to remind you of the benefits available to you through Denplan.

The Nurture Plan basically makes everything you need available to you, as and when you need it. Whether this is training and education, marketing support, practice development or industry advice, we have something to offer. If you're not sure what you need then we can also make sure that there is a personal contact available to you to help you find what you're looking for."

To find out more about The Nurture Plan please go to www.denplannurture.co.uk or call Denplan on 0800 328 3223. To book you and your practice team on the free refresher training course please call the Events Team on 0800 169 9934.



-ends-

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 (around a third of General Dental practitioners) 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.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

www.denplan.co.uk

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.

For more information:

Aideen Kavanagh / Mia Edwards

Denplan Press Office

Tel: 01962 827 997 / 01962 828 194

Pressoffice@denplan.co.uk