

3<sup>rd</sup> August 2011

## **DENPLAN TAKES ON THE SOUTH DOWNS FOR DENTAID!**

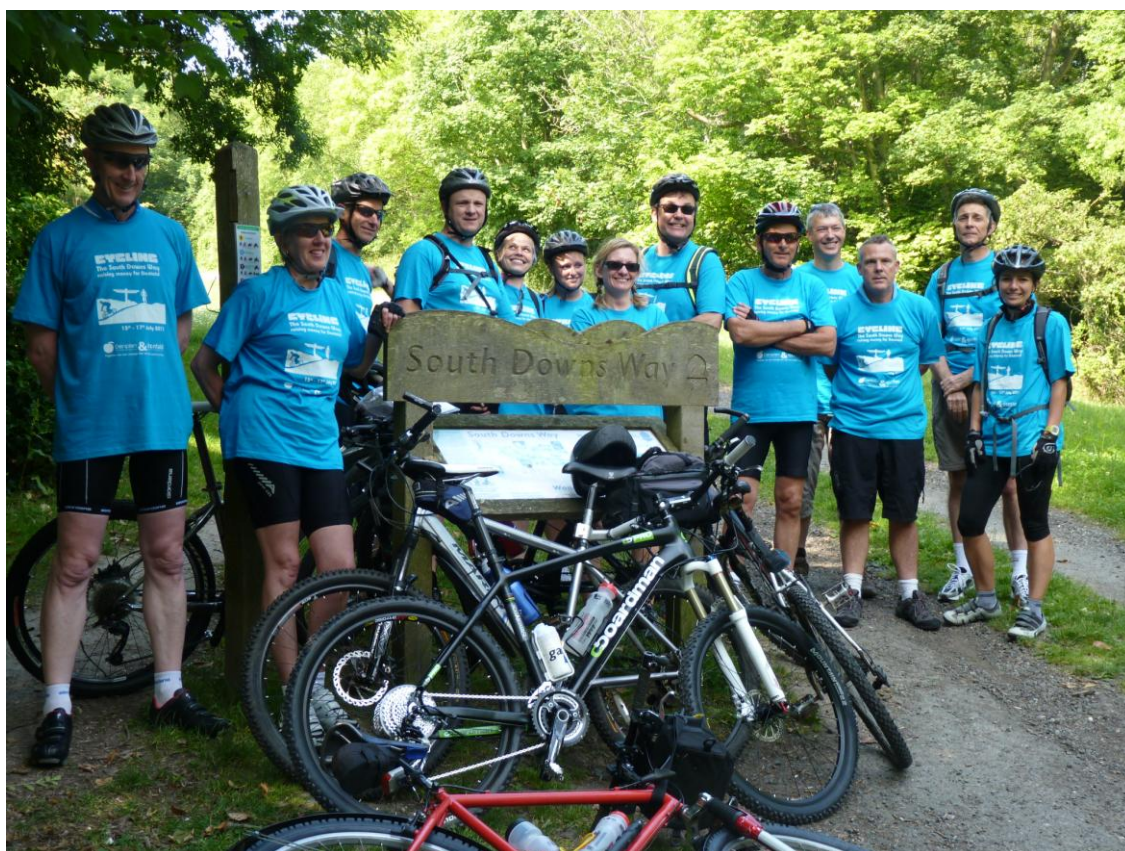
Following the success of its annual Cost to Coast Bike Rides, this year Denplan encouraged both dentists and their teams to take on the South Downs and to raise money for the oral health charity Dentaaid.

The 100-mile route over South Downs Way from Eastbourne to Winchester took place on Friday 15–Sunday 17 July, with 17 riders taking part. The weather on the first day was fantastic as it gave everyone the opportunity for plenty of photos and the amazing 360 panoramic views helped the riders forget how hard the route was becoming.

The weather on the second day was not so good with wet and windy conditions making the already difficult ride harder and very muddy. The team rose to the challenge however and early indications show that well in excess of £3,000 was raised for Dentaaid.

Gemma Mills, Events Executive at Denplan commented: “The South Downs Bike Ride was a really fun change for us this year and everyone that took part came away with a real sense of achievement, both physically and also for helping such a worthy cause. Now it’s all over, people are still emailing me and saying how it was one of the toughest biking challenges they’ve endured, but well worth the effort. I would like to extend our thanks all of those who took part, and made the trip so much fun!”

For more information about Denplan events please contact the Denplan Events Team on 01962 827 912 or email [events@denplan.co.uk](mailto:events@denplan.co.uk). To view photos from the bike rides, please visit Denplan’s flickr website: [www.flickr.com/photos/denplanevents/collections/](http://www.flickr.com/photos/denplanevents/collections/)



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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 (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](http://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

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**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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