



PRESS RELEASE

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AXA Equitable Wins Two Industry Awards for Web Development

*Named by the Web Marketing Association the Best Insurance Web Site
and Granted Insurance Standard of Excellence Award for Performance Tool*

NEW YORK – AXA Equitable Life Insurance Company announced today that it has won two awards for outstanding achievement in Web development from the Web Marketing Association (WMA). AXA Equitable’s Web site – www.axa-equitable.com – won the Best Insurance Web Site Award. In addition, the company’s Performance Tool, which can be also accessed through axa-equitable.com, won the WMA’s Insurance Standard of Excellence Award.

“AXA Equitable’s multi-tiered Web strategy is to enhance the online experience by providing our clients with the resources, education and tools to help them make more informed financial decisions,” said Barbara Goodstein, executive vice president and chief innovation officer. “We are honored to be recognized by the Web Marketing Association, and receiving these awards is a testament to the hard work and creativity of everyone involved in our online efforts.”

AXA-Equitable.com includes a Life Events Learning Center, where visitors can find strategies and support to help them understand the important financial considerations at each stage of life, such as benefit considerations when landing a new job, caring for aging parents and transferring accumulated wealth.

The Performance Tool is an online analytical and research tool that provides deep portfolio-level information on investment options included in the company’s variable annuity and life products, including daily pricing, month-end performance and historical fund data. Performance enables financial professionals doing business with AXA Equitable and their clients to make faster, informed decisions about their variable product investment choices.

Founded by the WMA in 1997, the WebAwards is the standard-defining competition that sets industry benchmarks for the best Web sites based on seven criteria: design, copy writing, innovation, content, interactivity, navigation and use of technology. This year, more than 2,000 sites from 45 countries were evaluated and judged in 96 industry categories.

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“Recognizing the best Web site in each industry is an important way to establish the ever changing standard of excellence in website development,” said William Rice, president of the WMA. “Each year the WebAwards receives amazing entries from around the world that show impressive creativity and functionality. AXA Equitable led the insurance category with 67 out of a possible 70 points, 12 points above the average score for the Web awards, demonstrating the effectiveness of the company’s Web development.”

About AXA Equitable

In business since 1859, AXA Equitable Life Insurance Company is a leading financial protection company and one of the nation’s premier providers of life insurance and annuity products, as well as investment products and services through a subsidiary, AXA Advisors, LLC. The company’s products and services are distributed to individuals and business owners through its retail distribution channel, AXA Advisors; to the financial services market through its wholesale distribution channel, AXA Distributors, LLC; and to corporations and their employees through its corporate distribution channel, Corporate Markets.

AXA Equitable, a subsidiary of AXA Financial Inc., is part of the global AXA Group, a worldwide leader in financial protection strategies and wealth management. “AXA Group” refers to AXA, a French holding company for an international group of insurance and financial services companies together with its direct and indirect consolidated subsidiaries. For more information, visit www.axa-equitable.com.

About the Web Marketing Association

The Web Marketing Association (www.webmarketingassociation.org) is working to create a high standard of excellence for Web site development and marketing on the Internet. Staffed by volunteers, it is made up of Internet marketing, advertising, PR and design professionals who share an interest in improving the quality of Web site development and marketing on the Internet.

The WebAward competition format allows Web sites to compete head to head with other sites within their industry to win the Best of Industry award. Entries also compete against a standard of excellence to win Outstanding Web Site and Standard of Excellence WebAwards. Each site is judged on seven different criteria and earns a score between 0 and 70 points. The highest score in a given category wins Best of Industry for that category; axa-equitable.com earned 67 points.

The competition was judged by a team of independent Internet professionals representing a variety of relevant disciplines of Web site development. Judges included members of the media, advertising executives, site designers, creative directors, corporate marketing executives, content providers and webmasters.

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