



PRESS RELEASE

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AXA Equitable Launches Free iPhone Apps For Women

Financial Calculators Released in Support of Education and Empowerment Program

NEW YORK – AXA Equitable Life Insurance Company launched today two new applications for Apple's iPhone and iTouch. The free apps, available for download from iTunes, provide women consumers on-the-go access to financial calculators to help them keep track of financial objectives. The company released the iPhone apps in support of its education and empowerment program, ["The AXA Equitable Connection: Women, Wealth and Wisdom."](#)

"Women are pulled in many different directions and they often do not have the time to focus on managing their money," said Barbara Goodstein, executive vice president and chief innovation officer for AXA Equitable. "We launched these applications to help women take control of their finances whenever and wherever they want to."

Users can download the apps from the iTunes App Store by searching for AXA Equitable directly from their iPhone or iTouch devices, or from iTunes on their computer. The two apps currently available include:

- **Retirement Income Calculator** – Users can estimate how much monthly income their retirement savings plan may provide.
- **College Savings Plan Calculator** – Individuals can determine the monthly savings amounts needed to help meet their education funding goals.

Additional apps expected to be released in the coming weeks include:

- **Retirement Shortfall Calculator** – Individuals can project financial shortfall or surplus at retirement, as well as understand how long their retirement savings may last.
- **Life Insurance Calculator** – Consumers can understand how much coverage they would need to protect their families should they die.
- **Life Expectancy Calculator** – Users can estimate their life expectancy, based on current age, smoking habits and several other important factors.
- **All-in-One Calculator** – Combines all AXA iPhone apps for individuals who want to get a singular view of multiple aspects of their financial situation.

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“With the Web technology available today, we are always looking for ways to enhance the online experience by providing consumers with the resources, education and tools needed to make more informed financial decisions,” said Connie O’Brien, senior vice president of Internet Strategy and Development. “The iPhone apps achieve that goal, while also providing a new level of convenience for our customers and prospects alike.”

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 an affiliate, 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.

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