



PRESS RELEASE

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AXA Equitable Launches Women's Education and Empowerment Program for Clients, Employees and Financial Professionals

*Online Women's Center Helps Consumers Take Control of Finances;
Community at Work Fosters Career Growth and Development of AXA Women*

NEW YORK – AXA Equitable Life Insurance Company announced today the launch of “The AXA Equitable Connection: *Women, Wealth and Wisdom*” – an education and empowerment program for women. One primary goal of the new program is to connect women consumers to the education, resources and guidance needed to take control of their finances. The AXA Equitable Connection is also designed to build, for women employees and financial professionals, a community that enhances workplace opportunities for growth and development.

“We have a long history of being committed to women,” said Barbara Goodstein, executive vice president and chief innovation officer for AXA Equitable. “Through The AXA Equitable Connection, we not only want to educate women consumers on the financial issues most important to them, but we also want to empower our employees and financial professionals to grow and develop their careers. Ultimately, we want to be the first company women think of when seeking financial information and guidance, as well as the first company they consider when interested in pursuing a career in financial services.”

Connecting Consumers

As part of the program, AXA Equitable has launched a section on its Web site that focuses on the unique financial issues and concerns of women. The new section is organized into five areas:

- Women Taking Charge of Their Finances
- Money Made by Women
- Women Protecting Their Loved Ones
- Women Educating Their Children
- Making a Woman's Legacy Come True

Each area includes articles, personal finance tips, resources and tools to help women assess their current financial situations and future financial needs. A personal navigation guide brings women directly to the financial topics and resources that address their individual situations based on age, lifestyle, life concerns and financial goals.

“The financial needs of women are different from men, especially when planning for retirement,” said Ms. Goodstein. “Women tend to live longer, work fewer years, make less money and invest more conservatively. As a result, their money needs to last longer, and we want to make sure they have at their disposal the tools and resources that empower them.”

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Connecting Employees and Financial Professionals

Through The AXA Equitable Connection, women employees and financial professionals are building a community through which they can draw from their collective strength, insight and experience to enhance career growth and opportunities. AXA Equitable will foster this community through events, mentoring relationships, employee resource groups and networking.

One such event occurred in September, when the company held its inaugural women's summit, "Finding Your Passion and Living Your Purpose." The daylong event, which included notable internal and external speakers, inspired AXA women to tap into the passions and interests that complete their lives.

"We have some of the most talented women in the industry, and the summit was a celebration of them," said Jennifer Blevins, executive vice president of human resources for AXA Equitable. "We hope The AXA Equitable Connection will foster stronger relationships among our women, and we will know we've achieved success when an enhanced community is woven within all parts of the organization."

For more information on The AXA Equitable Connection, visit www.axa-equitable.com/women.

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 Life Insurance Company (NY, NY) is an equal opportunity employer M/F/D/V.

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