



DRESS FOR SUCCESS[®]
Suits to Self-Sufficiency

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FOR IMMEDIATE RELEASE

**AXA EQUITABLE AND DRESS FOR SUCCESS PARTNER TO SPONSOR
SCHOLARSHIP PROGRAM**

Employees Nationwide To Participate in Volunteer Efforts

New York, NY – April 8, 2010 – Dress for Success Worldwide, an international not-for-profit organization that promotes the economic independence of disadvantaged women, announced today its partnership with AXA Equitable Life Insurance Company to create the *Pursuit Beyond the Suit* scholarship program. The AXA Foundation, the philanthropic arm of the company, will fund the scholarship, which was created as part of “The AXA Equitable Connection: *Women, Wealth and Wisdom*,” a financial education and empowerment program for women launched in September 2009.

AXA Equitable is also partnering with Dress for Success by encouraging its employees to volunteer their time and talent at Dress for Success affiliates in areas where the company has offices. Efforts include: personal shopping, career counseling, inventory sorting, administrative support and event planning. The company will also conduct clothing and accessory drives to supplement Dress for Success’ suiting needs.

“AXA Equitable is a company that truly understands the mission of Dress for Success,” said Joi Gordon, CEO of Dress for Success Worldwide. “By offering scholarships they are allowing deserving women the opportunity to realize their educational dreams. We are fortunate that the entire company is willing to support Dress for Success by volunteering their time and talents to help our women achieve self-sufficiency.”

Understanding the importance of providing the necessary tools to achieve self-sufficiency and wanting to make a direct impact in its communities, the AXA Foundation worked with Dress for Success to develop the *Pursuit Beyond the Suit* scholarship program, and will fund \$20,000 worth of scholarships. Dress for Success clients who complete the organization’s Financial Literacy Program will be eligible for the scholarship, which will provide funding to help them achieve their education and life enrichment goals. Through the AXA Foundation and its national philanthropic program, AXA AchievementSM, AXA Equitable is one of the largest corporate sponsors of college scholarships. The company views the *Pursuit Beyond the Suit* scholarship for Dress for Success clients as an extension of its commitment to helping people reach their goals.

"The AXA Equitable Connection strives to provide women with the education, tools and resources they need to help them take control of their finances and work toward a more financially secure future," said Barbara Goodstein, executive vice president and chief innovation officer for AXA Equitable. "We partnered with Dress for Success and created the *Pursuit Beyond the Suit* scholarship because we believe in the organization’s mission and share its passion for women's financial education and empowerment."

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About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 100 cities in the U.S., Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 500,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About AXA Equitable and The AXA Foundation

In business since 1859, AXA Equitable Life Insurance Company (NY, NY) 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 its affiliates. The AXA Foundation directs AXA Equitable's philanthropic and volunteer activities, working to improve the quality of life in communities across the country where AXA has a presence. Since 2003, the AXA Foundation has awarded more than \$18.5 million in college scholarships through its multifaceted flagship program, AXA AchievementSM, which provides resources that help make college possible: access and advice. More than 3,900 students, known as AXA Achievers, have received scholarships.

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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