



PRESS RELEASE

For Immediate Release:

April 14, 2010

AXA Equitable Releases Thought Leadership Video Supporting National Retirement Planning Week®

Video Raises Awareness About the Critical Importance of Retirement Preparedness

NEW YORK – AXA Equitable Life Insurance Company released today a video to help raise awareness about the [retirement savings](#) challenges Americans face, as well as the strategies and resources available to help them work toward their financial goals. The company posted it to “The Source” in support of National Retirement Planning Week®, an initiative sponsored by the Insured Retirement Institute (IRI).

The video, which features Jamie Shepherdson, president of Retirement Savings for AXA Equitable and chair of the IRI, highlights the new retirement reality, including lessons learned from the economic meltdown and the role financial professionals will play in restoring consumer confidence.

“National Retirement Planning Week recognizes the importance of planning for your financial future,” said Mr. Shepherdson. “AXA Equitable strongly supports this week of education and awareness, especially in the wake of the financial crisis. We feel it also validates the need for consumers and financial professionals to stay connected in regular dialogue through the different life stages that make up retirement.”

For access to the video, please visit [The Source](#), AXA Equitable’s multi-media Web site that provides information and thought leadership on a wide array of [financial protection](#) and [retirement planning](#) topics.

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, including, 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.

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