



Paris, February 21, 2008

AXA RECRUITS A NEW BRAND DIRECTOR

Isabelle Castelain will join the AXA Group Marketing department as Brand Director on March 13, 2008.

She will report to Marc Raisière, Group Marketing & Distribution Director, and will be in charge of AXA brand strategy and development: follow-up and evolution of brand identity, advertising and sponsorship, at a global strategic level as well as with respect to coordination with and support to AXA companies.

Isabelle Castelain, 38, has more than 16 years experience in the mass marketing sector at local and European levels, in the food, health, beauty & care markets. She notably spent the last 13 years of her career at Unilever, climbing the corporate ladder from Product Manager to Marketing Operations Director, Home & Personal Care France.

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About AXA

AXA Group is a worldwide leader in Financial Protection. AXA's operations are diverse geographically, with major operations in Europe, North America and the Asia/Pacific area. IFRS revenues amounted to Euro 94 billion for full year 2007.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). The American Depository Share is also listed on the NYSE under the ticker symbol AXA.

AXA Media Relations

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