

AXA, a proud partner of ATEQ in the school bus safety campaign

Montreal, January 28, 2010 – AXA is very proud to renew its commitment as the main sponsor of ATEQ's School Transportation Safety Campaign. Running from February 1 to 12, 2010, the 22nd edition of the campaign will feature the theme "D'you see me?".

During the campaign period, a radio spot will be broadcast on more than 25 Quebec radio stations. Titled "D'you see me?", the spot will be aired during peak listening hours on weekdays. In it, ATEQ and AXA will remind drivers to be especially careful around school buses.

A number of promotional and information tools will be made available to children and motorists. As well, posters will be displayed in school day-care centres. A new leaflet targeting parents will also be distributed in classrooms.

Having been involved in ATEQ's prevention and awareness programs for more than 20 years, AXA is convinced of the campaign's merit and the importance of ensuring schoolchildren's safety. That is why AXA wants to remind motorists, through the "D'you see me?" message, that slowing down and obeying traffic lights is very little to ask to keep our schoolchildren safe!

About AXA

Present across Canada, AXA offers a complete line of Property/Casualty and Life and Health Insurance products to its clients through its 2,200 employees and some 4,000 brokers and advisors. In 2008, AXA had revenues of \$1.9 billion and a net profit of \$82 million. AXA in Canada is a member of the AXA Group, a world leader in Financial Protection, operating mainly in Western Europe, North America and the Asia/Pacific region. Around the world, 80 million clients place their trust in AXA.

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