

AXA in the spotlight at the 11th edition of the MONTREAL HIGH LIGHTS Festival

Montreal, February 9, 2010 – The city is brimming with excitement as it prepares to celebrate winter with the 11th edition of the MONTREAL HIGH LIGHTS festival. And it is with renewed pleasure that AXA is sponsoring, for the third year in a row, the event which runs from February 18 to 28.

“Each year the MONTREAL HIGH LIGHTS Festival attracts thousands of young people between the ages of 16 and 29, a clientele that also visits AXA’s Internet site in great numbers to buy their auto insurance online. So the Festival provides us with a great opportunity to connect with them,” said Richard Taschereau, Vice President, Sales, Marketing and External Communications.

Given the success of its Web initiative, which makes it possible to combine the many advantages of the Internet with the outstanding quality of the customer service offered by its brokers, AXA has decided to offer it to all age groups. “Now all drivers can go to www.axa.ca and take advantage of this real value added offered by AXA, the first insurer in Canada to successfully build a bridge between its brokerage network and the Web,” added Mr. Taschereau.

AXA Sphere

During the weekends, starting at 9 p.m., festival-goers will be able to dance and warm themselves in the huge **AXA Sphere** in the heart of the site at Montreal’s Old Port. Inside, visuals and music from Montreal’s top DJs and VJs will create a supercharged atmosphere!

AXA Photo Studio

Near the Sphere, in the **AXA Photo Studio**, festival-goers will be invited to have their picture taken aboard an ice car. They will then be able to download their souvenir photo free of charge simply by visiting our site at www.axa.ca/lumiere.

De-light-ful programming for the 11th edition

The MONTREAL HIGH LIGHTS Festival is yet again offering an extremely varied program including performing arts, culture, culinary delights and outdoor activities, this year with Portugal in the spotlight. The next edition of the popular and inspiring Montreal All-Nighter, running from Saturday, February 27 to Sunday, February 28, will be crammed with a record number of activities, most of them free. Something to excite every festival-goer!

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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 C\$1.9 billion and a net profit of C\$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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