



[For immediate release]

AXA Grand² Lucky Draw A chance to win a Mercedes-Benz C-Class Sedan

[Hong Kong, 29 September 2008] – **AXA China Region Insurance Company Limited** is pleased to announce the launch of AXA Grand² Lucky Draw. From now till 21 December 2008, customers who purchase a protection or investment-linked plan will get the chance to win a Mercedes-Benz C-Class Sedan and an LG 42” iDTV.

AXA Grand² Lucky Draw is divided into two phases :

The first phase: From 29 September 2008 to 21 December 2008, an LG 42” iDTV will be awarded as the “Weekly Prize” to a winner drawn randomly from the policyholders of the eligible purchase made during the promotion period for 12 consecutive weeks.

The second phase: All policyholders of the eligible purchase made from 29 September 2008 to 21 December 2008, both dates inclusive, will enter the grand lucky draw for the “Jackpot Prize” of a Mercedes-Benz C-Class Sedan.

For details, please call the customer service hotline at 2802 2812 or log on to AXA website (<http://www.axa.com.hk>).

About AXA

AXA China Region is a part of AXA Asia Pacific Holdings, a member of the global AXA Group, a worldwide leader in financial protection and wealth management. AXA has a history dating back to the early 19th century and commenced business in Hong Kong in 1986. For the year of 2007, AXA’s revenues were EUR 94 billion and, as of 31 December 2007, its assets under management were EUR 1,281 billion.

Notes:

1. Subject to the relevant terms and conditions of this promotion.
2. Trade Promotion Competition Licence No. : 30563 – 30571

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