



## PRESS RELEASE

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### **AXA EQUITABLE RANKS #1 in VARIABLE ANNUITY NEW SALES FOR 2007**

*Company Experiences Record Growth, Moving Up from 3<sup>rd</sup> to 1<sup>st</sup> Place in One Year*

New York, NY – AXA Equitable announced today that it ranked first in variable annuity new sales for the full year 2007, with a 20.2% increase in sales and 4.1% improvement in market share over 2006.\*

“This 2007 achievement was driven by the entire AXA Equitable organization’s sharp and continuous focus on the financial intermediary. We did this by delivering premier retirement planning and protection solutions,” said James Shepherdson, Executive Vice President of AXA Equitable and President of AXA Distributors, the company’s wholesale distribution organization. “To put this achievement and our momentum in perspective, the company’s \$15.5 billion in variable annuity sales in 2007 was three times what it was in 2001, representing a 20% compounded annual growth rate over six years.”

#### **Highlights from a Stellar Year**

All of the company’s distribution channels contributed to making AXA Equitable the leader in U.S. variable annuity sales.

For the full year 2007, third-party channel variable annuity sales to broker-dealers (wirehouses and regional firms), banks, and independent financial planners increased by 26.3% to \$9.5 billion, and market share grew by 4.6% over 2006. AXA Distributors continues to rank first in wirehouse sales, with a 32.7% increase in total sales over 2006, and an 8% increase in market share. The bank channel had the greatest market share gain, with a 29.7% increase in sales and 12% increase in market share over 2006. With independent financial planners, AXA Equitable demonstrated the momentum of an industry leader, with a 31.8% sales increase and 7.2% market share growth over 2006.

AXA Advisors, LLC, the company’s retail distribution channel comprised of career financial professionals, sold \$6.3 billion in total variable annuity sales in 2007. AXA Advisors delivered a 10.8% increase in sales and a 2.6% increase in market share over 2006.

“The 2007 VA sales growth generated by retail distribution was outstanding and is evidence that the company’s premier products and services delivered by our financial professionals are meeting the retirement income goals of an increasing number of Americans,” said Andrew McMahon, Executive Vice President of AXA Equitable and Chairman of AXA Advisors.

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## **About Variable Annuities**

A variable annuity is a long-term financial product designed for retirement purposes. In essence, an annuity is a contractual agreement in which payments are made to an insurance company, which agrees to pay out an income or a lump sum amount at a later date. Variable annuity contracts are not insured by the FDIC or any other government agency. They are not deposits or obligations of any bank and are not bank guaranteed. Amounts in an annuity's variable investment portfolio are subject to fluctuations in value and market risk, including loss of principal. Typically variable annuities have mortality and expense charges, account fees, investment management fees and administration fees. In addition, annuity policies have exclusions and limitations, early withdrawal may be subject to surrender charges and, if taken prior to age 59<sup>1/2</sup>, a 10% federal income tax penalty may apply.

*Please also consider the charges, risks, expenses and investment objectives of a variable annuity carefully before investing. For a prospectus containing this and other information, please contact your financial professional/licensed insurance agent. Read it carefully before you invest or send money.*

Variable annuities are issued by AXA Equitable Life Insurance Company (NY, NY) and are distributed by affiliates, AXA Distributors, LLC and AXA Advisors, LLC.

## **About AXA Equitable**

In business since 1859, AXA Equitable Life Insurance Company is a leading financial protection company and one of the nation's premier providers of life insurance, annuity, and investment products and services. AXA Equitable's assets under management totaled \$888.6 billion as of December 31, 2007.

The company's products and services are distributed to individuals and business owners through its retail distribution channel AXA Advisors, LLC; to the financial services market through its wholesale distribution channel, AXA Distributors, LLC; and to corporations and their employees through its corporate distribution channel, Corporate Markets.

AXA Equitable, a subsidiary of AXA Financial Inc., is part of the global AXA Group, a worldwide leader in financial protection strategies and wealth management. AXA Group's operations are geographically diverse, with major operations in Western Europe, North America, and the Asia/Pacific region. AXA Group is listed as the 15<sup>th</sup> largest company in the world on the 2007 *Fortune* Global 500 list (based on revenues). It had \$1.87 trillion in assets under management as of December 31, 2007. Listed on the Paris Stock Exchange, the AXA ordinary share trades under the symbol AXA. The AXA American Depositary Share is listed on the New York Stock Exchange under the ticker symbol AXA.

AXA Equitable is a sponsor of the **Variable Annuities Knowledge Center** ([www.variableannuityfacts.org](http://www.variableannuityfacts.org)), an online resource aimed at helping consumers understand the facts surrounding variable annuities. The Variable Annuities Knowledge Center is operated by a stand-alone, non-profit organization and is overseen by an independent advisory board.

\* Source: Morningstar Variable Annuity Single Period Distribution Report for Year-end 2007

## **Media Contact:**

Discretion Winter, 212-314-2968

[discretion.winter@axa-equitable.com](mailto:discretion.winter@axa-equitable.com)