



**FOR IMMEDIATE RELEASE**

For additional information, contact Robert York,  
ASBO International, 703/708-7078

## **AXA Equitable Becomes ASBO International's First Strategic Partner**

Reston, VA—September 15, 2008—The Association of School Business Officials International (ASBO) is pleased to announce that AXA Equitable Life Insurance Company has signed on as the association's first-ever strategic partner, paving a path for success for ASBO and AXA Equitable.

As one of the nation's foremost providers of retirement products and services, AXA Equitable has a long history of working closely with school business officials. AXA Equitable's dedication to our profession, and excellence there-in, is clearly demonstrated through its sponsorship of ASBO's Eagle Awards and the Eagle Institute.

"We are excited to welcome AXA Equitable as our first strategic partner," said John Musso, Executive Director, ASBO International. "Both AXA Equitable and ASBO believe in the work of school business officials, work that supports students and communities. Together, we will continue to strive to support the profession."

ASBO's new strategic partner platform allows companies to strengthen their commitment to the school business community—the highest level of partnership available to industry partners. For more information about the benefits for strategic partners, visit [www.asbointl.org](http://www.asbointl.org) or contact Robert York at 703/708-7078.

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 and annuity products. The company's securities products are distributed to individuals and business owners through its retail distribution channel, AXA Advisors, LLC, a leading provider of financial services for individuals and businesses, working with clients to help them define and work toward their financial goals. Retirement Benefits Group (RBG), a division of AXA Advisors, provides financial services and education to meet the retirement planning needs of educators and staff in public schools, colleges, and universities; hospital and municipal workers; and non-profit employees. For more information on the company, visit [www.axa-equitable.com](http://www.axa-equitable.com)

AXA Equitable Life Insurance Company (New York, NY) and AXA Advisors, LLC (member SIPC) are affiliated companies. AXA Equitable and AXA Advisors are not affiliated with ASBO International.

**ASBO International**, founded in 1910, is a professional organization of nearly 6,000 members that provides programs and services to promote the highest standards of school business management practices, professional growth, and the effective use of educational resources.