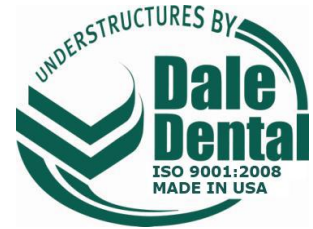


# PRESS RELEASE

For Immediate Release

Contact: David Lesh 888-Get-Dale  
Dave@DaleDental.com



## **In an Uncertain Economy, Online Case Entry Saves Money Makes Lab-to-Lab Outsourcing Easier, Faster and Greener**

**Richardson, Texas October 7, 2008** – Dale Dental announces the launch of its online case entry website for dental labs. The site offers special online pricing and dramatically reduces the wasted paper and time it takes when compared to filling out paper prescription forms. The Online Case Entry, or OCE, further simplifies outsourcing by automatically printing air bills to ship cases to Dale and prints unique PanTags™ for each case to slide into the labs work pans and aid in production planning.

Clicking the Online Case Entry tab at [www.DaleDental.com](http://www.DaleDental.com) takes users to an intuitive layout that requires less than five fields to complete for each case. Users can customize and name their own product configurations further saving time, decreasing redundancy and maximizing efficiency. “In all, it’s faster, greener and saves labs money while improving accuracy and control. Every lab should experience the difference it can make in how they work” says David Lesh, CDT and president of Dale Dental.

Cases entered through OCE are received at Dale, matched to their awaiting work tickets and immediately placed into production. This streamlined workflow minimizes errors in entering cases by hand and eliminates delays and phone calls associated with sometimes incomplete paper prescriptions. Once cases are entered they can be tracked easily through daily emails and Dale’s exclusive online Coping Calendar™ accessible through the website.

Currently over 45 different understructures in over 15 categories are available with online case entry including PFM Copings, Lava, BioCad, Captek, CAD/CAM Custom Abutments, Everest, Procera, Empress and many more. Beginning November 2008, customers with scanners can upload digital files to the OCE for production of copings and bridge frameworks and full contour crowns in materials including zirconia, resin, wax and various metals.

Dale Dental was founded by David Lesh, CDT in January 2000 and is based in Richardson, Texas. It is the country’s first dental technology lab dedicated to working exclusively with other dental labs – Dale does not work with dentists. The company’s mission is simple: to serve as an outsourcing supercenter, offering dental labs access to the best state-of-the art dental technology available and providing dental technology manufacturers fast-market access to these labs. Additional information on Dale Dental may be found on the company’s website at [www.DaleDental.com](http://www.DaleDental.com).

###