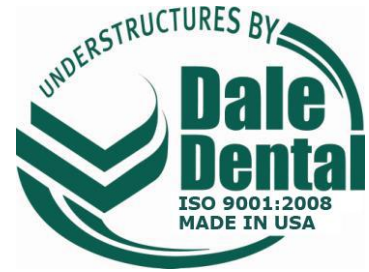


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# PRESS RELEASE

## Dale Dental Earns Highest Procera Partner Rating

*Manufacturing the highest quality Procera understructures earns Dale Nobel Biocare's Diamond Elite Status.*

**Texas, October 23, 2008:** Dale Dental today announced it has earned the Diamond Elite status as a Noble Biocare manufacturing partner. This status comes as the result of providing dental laboratories with the highest quality Procera copings, bridges frameworks and other Noble Biocare restorations in every year since Dale's beginning in January 2000.

"We're extremely proud of the partnership Nobel Biocare has built with Dale Dental over the last eight years and we look forward to continuing this relationship. Dale's quality offers, strong representation, and their services provide tremendous reach for our Procera products within the industry," Said Kevin Mosher, Vice President & General Manager of Nobel Biocare North America.

There are three levels of Procera partnership including Gold, Platinum and Diamond. Procera manufacturing partners reach status levels by earning points through annual production volume and product mix. "We are very excited about this distinction. As a Diamond Elite partner, Dale will continue to provide and improve upon the full range of Procera products and service it provides to its laboratory customers." Says David Lesh, President and Founder of Dale Dental.

Currently Dale Dental uses the latest Procera technologies, including the Forte scanner and latest software, to offer the widest range of Procera products including Procera shaded copings and bridge frameworks in alumina and zirconia, as well as Procera custom implant abutments and the Procera Implant Bridge (PIB) in titanium or zirconia.

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).

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