

For Immediate Release

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DALE DENTAL LAUNCHES FIRST-EVER COPING CLUB™

DISCOUNTED PURCHASES OF QUALITY COPINGS AND BRIDGE FRAMEWORKS AVAILABLE TO DENTAL LAB INDUSTRY

(Richardson, TX May 18, 2006) –Dale Dental, the country’s first dental technology lab dedicated to working exclusively with other dental labs, has formed The Coping Club™, a sales superstore offering bulk, discounted quality copings and bridge frameworks to all members of the dental lab industry. All copings are made in the USA at Dale’s ISO 9001:2008 facility and they can be shared and used among multiple locations for maximum savings.

Enrollment is simple and free by submitting an e-mail address to www.CopingClub.com. Once enrolled, members will receive monthly e-mails that feature deeply discounted offers on the latest restorative copings including Lava, WolCeram, Cercon, Procera and more. Monthly club prices are over 25 percent lower than industry averages and among the lowest advertised prices anywhere.

These exciting money-saving offers are available to all members of the dental laboratory industry including buying groups and dealers, whether or not they are an existing Dale Dental customer. “We are excited to be able to share such savings and opportunities with the industry” said David Lesh, President and Founder of Dale Dental. Coping Club members who take advantage of these bulk coping purchases will receive all the advantages and benefits that Dale Dental is known for. This includes expert technical support, friendly customer service, 24x7 online case access and the Crown Rewards Loyalty Program offering free round-trip shipping and the fastest turn-around times.

Many of the bulk purchases can easily be shared with other lab owners for maximum utilization and savings. Purchases are sold on a first come, first served basis and can be done by simply calling 888-GET-DALE (438-3253).

Interested laboratories should visit www.CopingClub.com.

About Dale Dental

Dale Dental was founded by David Lesh in January 2000 and is based in Richardson, TX. It is the country’s first dental technology lab dedicated to working exclusively with other dental labs providing them with the copings and bridge frameworks they need to build their restorations and their business on. The company’s mission is simple: to serve as an outsourcing supercenter, offering dental labs access to the most state-of-the-art dental technology available and providing dental technology manufacturers fast-market access to these labs. Without serving dentists directly, Dale Dental’s outsourcing supercenter gives dentists the opportunity to maintain their critical lab relationships without finding new labs for every new product. Additional information on Dale Dental may be found on the company’s website at www.DaleDental.com.

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