

DALE DENTAL LAUNCHES CROWN REWARDS PROGRAM, A NEW CUSTOMER LOYALTY PROGRAM

FREE SHIPPING OFFERED TO CUSTOMERS UTILIZING NEW PROGRAM

(Richardson, TX February 1, 2006) –Dale Dental, the country’s first dental technology lab dedicated to working exclusively with other dental labs, announced that the company has launched a new customer loyalty program, Crown Rewards. Dale Crown Reward points can be redeemed for free Federal Express shipping, even on single-unit packages, turnaround time upgrades or priority overnight upgrades.

“Earning Crown Reward points couldn’t be easier,” said David Lesh, president and founder of Dale Dental. “Customers simply need to complete our online quality control cards or refer a friend to Dale Dental and they can earn points redeemable for valuable services that save time and money, including free shipping or an upgrade for faster turnaround times.”

Customers who sign up for the program will immediately earn 1,000 Crown Reward points. And there is no cost to enroll in the loyalty program.

Turnaround time upgrades enable customers to choose faster turnaround times at no additional cost. Each 500 point upgrade is redeemable for one turnaround time per unit. Multiple upgrades may be used per case. In addition, customers can redeem points for free round-trip shipping.

More information on Dale Dental’s Crown Rewards program can be obtained at www.DaleDental.com/CustomerTools/CrownRewards.

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. 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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