

## Dale Dental Announces Re-Launch of Website

*Easier navigation, expedited customer service, just some of the new features on  
[www.DaleDental.com](http://www.DaleDental.com)*

**(Richardson, TX – Jan. 3, 2006)** –Dale Dental, the country’s first dental technology lab dedicated to working exclusively with other dental labs, announced that the company has re-launched its website, <http://www.DaleDental.com>.

In updating the site, Dale Dental has created a new look and feel and has also made the site easier for its customers to use. The revamped site has improved how Dale Dental showcases its wide array of products, including Captek, Cercon, Empress, Gramm Electroforming, Etkon, Evolution4D (coming soon), InCeram, Laser Welding, Lava, Procera, Procera Forte, WolCeram and PFM copings and bridge frameworks.

In addition, the site continues to include its benchmark customer service features, including password-protected online ordering and tracking functionalities with online case tracking, real-time quality control and daily e-mail notifications; which provides helpful customer marketing support and information about customer referral and loyalty programs.

"Dale Dental strengthened our total site value for our dental laboratory customers and the dentists they serve, making the site easier and more understandable to use and providing clear access to a wide array of product information.", said David Lesh, President and founder of Dale Dental. "Accessibility is a crucial element in ensuring our dental lab customers benefit from everything [www.DaleDental.com](http://www.DaleDental.com) has to offer. We believe our customers will find the new site easy to navigate."

In addition to streamlined navigation and improved functionality, [www.DaleDental.com](http://www.DaleDental.com) also features an easy-to-use three-step "Send Case Now" page with downloadable files, industry news and links, toll-free customer service support, as well as an anonymous suggestion box for customer feedback.

"Customers have come to rely on Dale Dental, America’s first dedicated outsource lab, to provide them with access to unmatched customer service and state-of-the-art technology," Lesh added. "Simply said, we believe that the new and improved features on [www.DaleDental.com](http://www.DaleDental.com) are an integral part of our company’s overall commitment to providing the finest communication in the industry."

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](http://www.DaleDental.com).