

As if outsourcing with Dale wasn't rewarding enough...

Dale Dental Crown Rewards™ Loyalty Program

Our exclusive Crown Rewards™ Program is just one more way we thank you for being a DALE DENTAL customer. These valuable points can save you both time and money when redeemed for FREE ROUND-TRIP SHIPPING or Turnaround Time Upgrades. Your points are easy to manage. Simply access them through the account log-in tab on the Dale Dental website. (www.DaleDental.com) If you do not have an account log-in simply call a Customer Relationship Manager at 1.888.GET.DALE (438.3253) to register your account.

Crown Rewards™ FAQ

How can I earn Dale Crown Reward™ Points?

Earning Dale Crown Reward™ points is easy, either by completing your online quality control cards or through our Dale Referral Program.

What can I use my Dale Crown Reward Points For?

Dale Crown Rewards points can be redeemed for FREE FedEx round-trip shipping, even on single-unit packages, Turnaround Time Upgrades, or Priority Overnight Upgrades.

What is a Turnaround Time Upgrade?

Turnaround Time Upgrades allow you to choose faster Turnaround Times at no additional cost. Each 500 point upgrade is redeemable for 1 Turnaround Time per unit. Multiple upgrades may be used per case.

Can I get free shipping without using Dale Crown Reward Points?

Dale customers must be enrolled to take advantage of FREE round-trip shipping, even on single units. As always, outbound shipping is free.

How do I redeem my Dale Crown Reward Points?

Redeeming Dale Crown Rewards is effortless. Check the corresponding box on your Dale Rx to let us know what option you are redeeming.

How can I check my Dale Crown Reward Point balance?

Log onto Dale Web using the Log-In tab from the Dale Dental website at www.DaleDental.com. Choose Accounting from the tool bar and Reward Register from the drop down list.

Do Dale Crown Reward Points have any monetary value?

Crown Reward Points do not have any monetary value and are not transferable.

Do Dale Crown Reward Points expire?

Crown Reward Points do not expire; however, online QC cards expire 10 days after the delivery of your case.

Earning Crown Reward™ Points is EASY

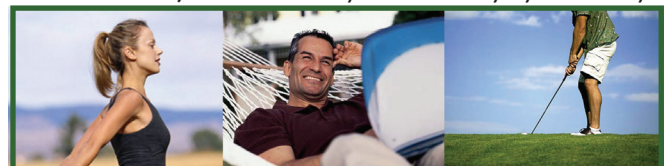
- STEP 1** Open your package from Dale Dental
- STEP 2** Review your case and complete your online QC Cards at www.DaleDental.com
- STEP 3** **EARN FREE DALE CROWN REWARD™ POINTS**

To Redeem:

- Check the Crown Rewards box under the payment section of the Dale Dental Rx.
- Select the corresponding box for Free FedEx Round-Trip Shipping, Turnaround Time Upgrades (TTU) or FedEx Priority Overnight Upgrade.
- If you are redeeming a TTU, please specify how many upgrades you are redeeming. For example, if you are going from a 5 Day Turnaround Time to a 2 Day Turnaround Time, you are redeeming 3 TTU's for a total of 1500 Crown Reward Points, per unit

| Crown Reward™ Menu Options | Crown Reward™ Point Value |
|----------------------------------|---------------------------|
| FREE FedEx Round-Trip Shipping | 500 |
| Turnaround Time Upgrade | 500 |
| FedEx Priority Overnight Upgrade | 1000 |

Crown Rewards, just one more way to make everyday a Dale Day!



A Dale Day is when you work profitably and stress-free because you trust in quality copings and bridge frameworks by Dale Dental.

*Information is subject to change

Earning Crown Reward Points is FREE and easy!

Earning Dale Crown Reward Points is easy. They can be earned one of two ways, either by completing your online quality control cards or through our Dale Referral Program. Crown Reward Points are awarded upon the completion of your online quality control cards for each case – earned at the rate of one point per dollar spent on all applicable products. Maximize your reward with bonus Crown Reward Points on select 5 Day Turnaround Time cases. If you have a few extra days before you need your case back, send your cases with our 5 Day Turnaround Time and start earning bonus rewards. Most of our restorations carry 150% value of Crown Rewards with a 5 Day Turnaround Time. Please see the Dale Dental Price List for a list of how many points are earned per restoration.

I. Online QC Cards

Dale Dental QC Cards are the industry's first real-time, "live" quality control cards. These QC cards instantly appear on your login page the same day you receive your cases from Dale Dental. Online Quality Control Cards let you provide instant feedback directly to the technicians directly responsible for your cases. Not only will you be improving the quality of your cases with each card you complete, but you also earn one Dale Crown Reward Point for each dollar spent. They take only seconds to complete, and the information collected is used in our production facility to make any necessary adjustments or changes on your very next case. Use these Dale Crown Reward points to earn FREE FedEx round-trip shipping, Turnaround Time Upgrades or Priority Overnight Upgrades. Quality Control Cards expire 10 days after they are posted to your account, so make sure you complete them and earn your valuable points before they expire.

Completing your online QC Cards is easy...

- Go to the Dale Dental website by typing, "DaleDental.com" in the address line of your web browser. The Dale Dental website is best viewed with Internet Explorer Version 6.0 (IE 6.0). If you have problems viewing the website, please use the link in the lower right hand corner of our website to download IE 6.0. If you have questions, please call a Customer Relations Manager at 1.888.GET.DALE (438.3253)
- Once you have made it to our website, please select the Log-In tab
- Enter your user name and password. If you do not have a user name and password, please call a Customer Relations Manager at 1.888.GET.DALE (438.3253) to create an account
User Name _____ Password _____
- Once you have logged on and reached the customer home page, your pending QC Cards will appear in the upper right hand corner, click the link to view your QC Cards.

Quality Control Cards

You have 17 Quality Control Cards worth 2,134 points when completed. [Click here](#) to complete now.

Your 1,178 Dale Crown Reward Points available for use

[Click here](#) to see your Crown Reward Points history

- Score the attributes for your case. (Attributes are product specific)
- Write any comments under the Memo section
- Once you complete your QC Card, select Submit

Your Crown Rewards will be made available to you immediately.

2. Referral Program

Earn additional Crown Reward Points with our Referral Program. All of us at Dale Dental appreciate the thoughtful and kind referrals of your friends and colleagues to our company. As a thank you, Dale Dental awards 5,000 Dale Crown Reward Points to your account upon receipt of your referral's first case. Simply tell them to put your lab's name as the referral on their first prescription.

