

NEWS RELEASE



IMMEDIATE RELEASE

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Ultradent Supports NCOHF Mission to Eliminate Pediatric Dental Disease

(Charlotte, NC—January 29, 2010) Ultradent Products, Inc. recently donated dental products valued at more than \$22,000 to National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF) to provide vital dental treatment for underserved children across the country.

In addition to generous underwriting of operational expenses since 2006, Ultradent has provided more than \$107,000 in donated products to the national NCOHF Affiliate network of nonprofit healthcare programs working tirelessly in local communities to combat America's oral health epidemic. Four NCOHF Affiliates benefited from the latest product donation from Ultradent, allowing these facilities to expand and enhance preventive and restorative services for children in their area suffering from pediatric dental disease.

Dr. Dan Fischer, CEO and President of Ultradent said, "Ultradent is proud to be a part of NCOHF's fight to eliminate pediatric dental disease. We are dedicated to improving the oral health of all Americans, including those who cannot help themselves – like the underserved children benefiting each day from NCOHF programs and services."

"Millions of children across our country are in dental pain so severe it impacts their ability to eat, sleep, and learn," said Fern Ingber, NCOHF's President and CEO. "Ultradent has long been an invaluable partner to NCOHF and we are honored to work with a corporation that shares our commitment to ensure all children have the necessary building blocks for healthy, happy and productive futures."

About Ultradent

Ultradent Products, Inc. is a leading developer of high-tech dental and hygiene materials, devices and instruments worldwide. Ultradent's mission is to improve the level of oral healthcare and to make dental procedures more predictable and hassle-free. Consistent with its mission, Ultradent works to improve the quality of life and health of individuals through financial and charitable programs. For more information about Ultradent, call (800) 552-5512 or visit www.ultradent.com.

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About National Children's Oral Health Foundation: *America's Toothfairy*® (NCOHF)

National Children's Oral Health Foundation: *America's Toothfairy* (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit university and community based dental clinics, health centers, and mobile programs throughout America.

For more information about NCOHF, please visit www.AmericasToothfairy.org.

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