

NEWSRELEASE



Because every child deserves a healthy smile™

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National Children's Oral Health Foundation Announces New Website

Charlotte, NC - June 22, 2009 – National Children's Oral Health Foundation (NCOHF): America's Toothfairy, is proud to announce its new website, www.AmericasToothfairy.org.

Created by Einstein Industries Inc., the new website features photos and elements that help users understand the mission of NCOHF: America's Toothfairy. The site is user-friendly and offers visitors an opportunity to explore the programs and elements of the Foundation.

Since 2006 NCOHF has worked to eliminate pediatric dental disease by staying focused on oral health and education among our nation's most economically challenged children and their families. Even though pediatric dental disease is completely preventable, it affects millions of children in our country, causing pain so severe it can impact a child's ability to eat, sleep, learn and thrive. NCOHF: America's Toothfairy works with a growing national network of non-profit dental facilities, called Affiliates, to provide preventive measures, treatment and education for underinsured children across the country.

NCOHF's underwriters and corporate sponsors are included in the new web design, as are programs Tomorrow's SMILES, ATF Dental Home and NCOHF Oral Health Zone. A new feature called Parent's Corner offers families fun and engaging activities to share with their children promoting good oral health care practices.

Visitors interested in making donations to NCOHF's fundraising campaigns have several ways to connect to the e-commerce page, including Adopt the Care of A Child, Dental Office Toothfairy Campaign, Dental Hygienist Toothfairy Campaign and the Million Smiles program. Thanks to generous underwriters, 100% of all donations to these campaigns go directly to programs that change the lives of children in America.

NCOHF has impacted almost 700,000 children to date. And, because of support from corporations, NCOHF has been able to provide funding and product donations to its Affiliates valued at over \$4 million since 2006.

"We appreciate the incredible work Einstein has done to create this beautiful new site," said Fern Ingber, NCOHF's President and CEO. "From the opening flash to the final subpage, Einstein has built a powerful, all-encompassing site that

provides visitors easy navigation through the multiple layers of NCOHF's work. We are proud to introduce this site as we roll out to the public as 'America's Toothfairy'."

About Einstein Industries Inc.

Einstein Industries, Inc., the leading online marketing company for the health care and legal industries, offers a comprehensive suite of products and services designed to increase revenue and streamline customer relations for its clients. These products and services, which range from the acclaimed DocShop and LawyerShop directories to award-winning Custom Website development and cutting-edge Video Search Engine Optimization, help clients to establish a strong online identity and effectively reach a broader consumer base. In addition, Einstein Industries offers publishing, consulting, managing, and web-based email communication services. For more information please visit www.einsteinindustries.com, www.einsteinmedical.com, www.einsteindental.com, www.einsteinlaw.com, www.docshop.com and www.lawyershop.com.

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

National Children's Oral Health Foundation (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 community-based universities, health centers, dental clinics, and mobile programs throughout America.

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

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