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News Release

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**FOR IMMEDIATE RELEASE:**

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**Register Now for Sirona's CEREC 25<sup>th</sup> Anniversary (C25) Celebration and Take Advantage of Enhanced CE and Hotel Promotions**

***CEREC<sup>®</sup> 25<sup>th</sup> Anniversary Celebration to be held August 26 – 28<sup>th</sup> at Caesars Palace in Las Vegas***

**Charlotte, NC (July 2, 2010)** – As part of its continuing effort to provide “CAD/CAM for everyone,” Sirona Dental Systems, LLC announced that it is expanding and extending its special promotions to enable as many dental and laboratory professionals as possible to experience the 25-year celebration of its CEREC<sup>®</sup> CAD/CAM system.

Doctors and laboratories are encouraged to take advantage of special C25 registration packages just made available throughout the month of July:

- Register in the months of June and/or July and receive Thursday (Aug. 26) night free at Caesars Palace with full-price tuition OR receive a reduced rate of \$99 per night at the Paris Hotel and Casino from August 22<sup>nd</sup> through August 28<sup>th</sup>.
- Sign up in June and/or July: Bring along 2 staff/lab personnel members at regular tuition rate and get 1 staff member free!

The milestone CEREC 25<sup>th</sup> Anniversary Celebration (C25) will take place August 26 – 28<sup>th</sup> at Caesars Palace in Las Vegas. Participants can earn up to 18 CE credits while enjoying CAD/CAM-focused workshops, premium entertainment, and plenty of memorable celebrations among luxurious accommodations provided by Caesars Palace.

Following Sirona's “CAD/CAM for Everyone” philosophy, the CEREC 25<sup>th</sup> Anniversary program offers an extensive list of CAD/CAM courses for the entire dental team. Programs include clinical techniques, practice management, marketing, hygiene, and hands-on workshops. The celebration is open to all who want to advance their CAD/CAM education and experience.

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Attendees can also explore the C25 exhibit hall showcasing top dental companies and their products and services.

Sirona plans to present a “who's who” of digital dentistry during the CEREC 25<sup>th</sup> Anniversary. An outstanding educational curriculum will be taught by the most prominent lecturers in the dental and lab community, including:

- Dr. Gordon Christensen
- Dr. Rella Christensen
- Dr. Dennis Fasbinder
- Mr. Jim Glidewell
- Dr. Paul Homoly
- Mr. Imtiaz Manji
- Dr. Edward A. McLaren
- Prof. Dr. Albert Mehl
- Dr. Mark Morin
- Prof. Dr. Werner H. Mörmann
- Mr. Bill Mrazek
- Dr. Sameer Puri
- Mr. Matt Roberts
- Dr. David Roessler
- Dr. Frank Spear
- Mr. Ingo Zimmer, and many more!

Celebrity entertainment includes appearances by Olympic Gold Medalist Rulon Gardner, the Second City Comedy Troupe, and five-time Emmy<sup>®</sup> Award winning comedian and actor Dennis Miller.

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Attendees are also invited to celebrate in style at the sophisticated WHITE PARTY taking place at Pure Nightclub on Saturday night. The WHITE PARTY promises to be the hottest dental event of the decade! An “Entertainment-Only Pass” is also available for a spouse or guest who chooses to attend social events only.

“We want as many dental and lab professionals to take advantage of this once-in-a-lifetime opportunity to build long-lasting business relationships with thousands of fellow CEREC and inLab<sup>®</sup> owners and learn from A-list educators.” explained Michael Augins, President of Sirona Dental Systems. “The C25 celebration is not only a great place for additional CAD/CAM education, it will be a great networking and communication forum for Sirona, our colleagues, clients, associates, and other professionals who believe in the patient and business benefits of CAD/CAM technology. This event is intended for everyone, and is another example of Sirona’s goal to provide CAD/CAM for everyone.”

For more information and/or to register for Sirona’s CEREC 25<sup>th</sup> Anniversary Celebration, please log onto [www.CERECVIP.com](http://www.CERECVIP.com), or call 877-360-6275.

### **About Sirona Dental Systems, LLC**

Recognized as a leading global manufacturer of technologically advanced, high-quality dental equipment, Sirona has served equipment dealers and dentists worldwide for more than 125 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration equipment (CEREC<sup>®</sup> and inLab<sup>®</sup>); digital and film-based intraoral, panoramic, and cephalometric X-ray imaging systems; dental treatment centers; and handpieces. Visit <http://www.sirona.com> for more information about Sirona and its products.

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