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News Release

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FOR IMMEDIATE RELEASE:

**Sirona Dental Systems Celebrates 25 Years of CAD/CAM
Excellence and Leadership**

***CEREC® 25th Anniversary Celebration (C25) will be held August 26 – 28th
at Caesars Palace in Las Vegas***

Charlotte, NC (May 20, 2010) - Sirona Dental Systems, LLC is celebrating the 25-year anniversary of its CEREC® CAD/CAM system with a three-day CAD/CAM extravaganza geared toward all dental and laboratory professionals.

The milestone CEREC 25th Anniversary Celebration (C25) will take place August 26 – 28th 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 25th 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. 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 25th 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

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- 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® Award winning comedian and actor Dennis Miller.

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.

“Attendees have the opportunity to build long-lasting business relationships and join thousands of fellow CEREC and inLab® owners and educators by registering now for this once-in-a-lifetime event,” remarked Michael Augins, President of Sirona Dental Systems. “The C25 celebration is slated to be a great place for additional CAD/CAM education provided by the best in our field, as well as a great open communication forum for Sirona, our colleagues, clients, associates, and other professionals who hold the same interests. This event is intended for everyone, just as one of our top goals in the past 25 years has been providing accessible CAD/CAM for everyone.”

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Moreover, doctors and laboratories are encouraged to take advantage of special early registration packages:

- Register in the months of May and/or June and receive Thursday (Aug. 26) night free at Caesars with full-price tuition
- Sign up in May & June: Bring along 2 staff/lab personnel members at regular tuition rate and get 1 staff member free!

For more information and/or to register for Sirona's CEREC 25th Anniversary Celebration, please log onto 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[®] and inLab[®]); 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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