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News Release

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Sirona Dental Systems Brings 3D Summit to Boston

Top Industry Experts Slated to Speak – Dentists Receive Complimentary Tuition, Hotel Stay, and Up to 8 CE Credits

Charlotte, NC (May 28, 2010) – Sirona Dental Systems, LLC (Nasdaq: SIRO), the company that pioneered digital impressions & dental CAD/CAM 25 years ago and the world's leading producer of dental CAD/CAM and digital impression systems, announced plans to hold a complimentary 3D summit which will focus on CAD/CAM dentistry and 3D cone beam imaging technology for dentists.

Dentists who live or practice anywhere in the Northeast are encouraged to attend the informative 3D summit which will take place at the Westin Copley Place, located in Boston, Massachusetts, June 25th & 26th, 2010. The 3D summit includes not only complimentary tuition and 8 CE credits, but also a one night hotel night stay, compliments of Sirona.

“Our prior CAD/CAM and 3D Cone Beam Seminars have proven to be an educational experience for dentists thinking about incorporating in-office CAD/CAM, cone beam technologies, or both, into their practice,” remarked Sirona Dental Systems President, Michael Augins. “This event is the only CE seminar that clearly demonstrates the full clinical integration of two of the most exciting technological breakthroughs in dentistry today – CAD/CAM dentistry and 3D cone beam imaging.”

Topics of discussion during the 3D summit will include:

- Cone Beam & CAD/CAM – Together for Better Patient Care
- 3D Radiography – See Things from a New Perspective
- Practical Integration – Cone Beam Imaging in Your Office
- 3D Guided Surgery – A Specialist's Perspective
- Business Decisions Regarding Cone Beam Technology
- New Functions and Support Opportunities
- Special Case Presentations – A Complete Solution
- Hands-On Software Training Breakouts

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Sirona has also enlisted an impressive lineup of distinguished dental industry speakers for the seminars,* including:

- Imtiaz Manji, CEO, Scottsdale Center for Dentistry™
- Tarun Agarwal, DDS, PA
- Jay Reznick, DMD, MD
- Donald Tyndall, DDS, MSPH, PhD
- Neal Patel, DDS

To register for the seminar, or for additional information, please call 877-526-3590 or visit www.cerecseminar.com.

*Speakers subject to change without notice.

About Sirona Dental Systems, Inc

Sirona, the dental technology leader, has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC), digital intra-oral, panoramic and 3D imaging systems, dental treatment centers and handpieces. Visit <http://www.sirona.com> for more information about Sirona and its products.

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