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## News Release

**Client/Product:** Sirona/Chairside Promotion  
**For Release:** January 15, 2010  
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## **Patterson Dental offers Attractive Finance Plan and Cash Rebate for All New 2010 CEREC® Purchases**

***Offer Valid until April 23, 2010 for New CEREC® AC System Purchases***

**Charlotte, NC (January 15, 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, is pleased to announce that its exclusive US distribution partner, Patterson Dental, is offering an attractive finance incentive for buyers planning to purchase a CEREC® AC along with the MC XL or Compact Milling Unit.

Buyers who commit to purchasing a new CEREC system from Patterson during this promotional period will receive both an attractive financing offer and a generous cash rebate. Customers who sign an order, receive finance approval before April 2, 2010, and receive their new CEREC chairside system on or before April 23, 2010, will qualify for a \$5,000 manufacturer cash rebate, 0% finance charge with NO PAYMENTS for 3 months, and low 7.95% interest on all following payments.

“We are excited that Patterson is making this attractive offer available to prospective CEREC users,” remarked Sirona Dental Systems President, Michael Augins. “Hopefully, this program will make achieving the goal of CEREC ownership easier for many practices”

For more information about any of Sirona's CAD/CAM and digital impression solutions or to schedule a free demonstration, call your local Patterson branch, 800-873-7683 or visit [www.cereconline.com](http://www.cereconline.com).

### **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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