



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

Media Contact:

Erin Foster / Lanmark Group
732-389-4500 ext 128
efoster@lanmarkgroup.com

Sirona Dental Systems Presents CAD/CAM & 3D Cone Beam Seminar

***Top Industry Experts Slated to Speak –
Dentists Receive Complimentary Tuition, Hotel Stay, and Up to 14 CE Credits***

Charlotte, NC (March 11, 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, today announced plans to hold a complimentary seminar on CAD/CAM and 3D Cone Beam technology for dentists.

Dentists are encouraged to attend the informative seminar which will take place at the Dolce Valley Forge Resort, located in Philadelphia, Pennsylvania, March 25-27th. The CAD/CAM and 3D Cone Beam Seminar includes not only complimentary tuition and CE credits, but also up to two hotel night stays, compliments of Sirona.*

“The CAD/CAM and 3D Cone Beam Seminar promises to be an educational experience that will provide dentists with the information they need to make an informed decision about incorporating in-office CAD/CAM, Cone Beam technologies, or both, into their own practices,” remarked Sirona Dental Systems President, Michael Augins. “I would highly recommend this seminar to any dentist who is seriously considering making the purchase of a CAD/CAM system and/or 3-D diagnostic tool the official start to an improved and more efficient workflow.”

Topics of discussion during the CAD/CAM and 3D Cone Beam Discovery Seminar will include:

- Success of In-Office CAD/CAM
- CAD/CAM for the General Dentist
- Clinical Efficacy of CAD/CAM Materials
- Taking Your Practice to New Heights
- Hands-On Experience with CEREC[®] AC
- SICAT Case Presentation
- 3D Digital Radiography – Introduction
- Cone Beam FAQs
- Integrating CEREC AC and GALILEOS
- Implant with CEREC Provisional Crowns

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

- Gordon Christensen, DDS, MSD, PhD
- Imtiaz Manji, CEO, Scottsdale Center for Dentistry™
- Sameer Puri, DDS
- Russell Giordano, DMD, DMSc, FADM
- Dennis Fasbinder, DDS, MAGD, ABGD
- Paul Child, Jr., DMD, CDT
- Tarun Agarwal, DDS, PA
- Jay Reznick, DMD, MD
- Donald Tyndall, DDS, MSPH, PhD
- Andrew Moll, DDS

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

*Current CEREC owners not eligible for complimentary tuition, CE, and hotel stay for CAD/CAM event. Current GALILEOS owners not eligible for complimentary tuition, CE, and hotel stay for 3D Cone Beam event.

**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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