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News Release

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

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

Charlotte, NC (February 16, 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 three complimentary seminars on CAD/CAM and 3D Cone Beam technology for dentists.

Dentists are encouraged to attend and choose from three convenient locations and dates: The Fairmont Scottsdale Resort, located in Scottsdale, Arizona, March 4-6th; Rosen Shingle Creek luxury hotel, located in Orlando, Florida, March 11-13th; or Dolce Valley Forge Resort, located in Philadelphia, Pennsylvania, March 25-27th.

The CAD/CAM and 3D Cone Beam Seminars include not only complimentary tuition and CE credits, but also up to two hotel night stays, compliments of Sirona.*

“We’re very excited about presenting this seminar and are happy to underwrite it in order to help defray the costs to dentists,” remarked Sirona Dental Systems President, Michael Augins. “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.”

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 seminars, 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, 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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