



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
efoster@lanmarkgroup.com
732-3894500 ext. 128

FOR IMMEDIATE RELEASE:

Sirona Dental Systems Expands its infiniDent Services

***New Management, More Indications and More Material Choices
to Include Ivoclar Vivadent®'s IPS e.max CAD Material***

Long Island City, NY (August 28, 2010) – Sirona Dental Systems, LLC (Nasdaq: SIRO), the company that pioneered digital dentistry 25 years ago and the world's leading producer of dental CAD/CAM systems, announced today the expansion of infiniDent, an Internet-based laboratory service that caters exclusively to Sirona inLab® and inEos® Blue users, which will now include Ivoclar Vivadent's IPS e.max CAD material.

Sirona laboratory customers can upload the digital impressions they receive from CEREC® dentists to infiniDent, located in Charlotte, NC, for fabrication of all restoration types. The Sirona-operated facility then returns the completed work to the laboratory within three business days.

Under the new management of Bob Vasile, the range of materials and indications have been expanded from framework materials to include full-contour materials made from Ivoclar Vivadent®'s IPS e.max® CAD lithium disilicate and VITA®'s new RealLife® material.

Mr. Vasile recently joined Sirona as the CEREC Laboratory Manager for infiniDent, and brings a unique set of skills to Sirona. He most recently worked for a major manufacturer of custom CAD/CAM-fabricated implant abutments. Additionally, Vasile owned and operated his own dental laboratory for more than 20 years.

Under Mr. Vasile's management, and starting from September 15, 2010, infiniDent will offer even more services and an expanded list of materials. Initially limited to providing only copings

-more-

(2)

and bridge frameworks, infiniDent now provides a number of complete restorative applications, including recently added full-contour restorations and veneers. New materials now include Sirona CEREC Blocs, IPS e.max CAD lithium disilicate, VITA Mark II, VITA TriLuxe *forte*, and VITA RealLife.

“infiniDent provides an extremely wide variety of indications,” remarked Vasile. “We’re flexible; if a laboratory owner has only our inEos Blue scanner, for example, they can send the case over to us and we will send back their finished product. We’ve also added full-contour materials to meet the growing demands of our inLab and inEos customers.”

infiniDent continues to support existing materials, such as pure zirconium oxide (ZrO_2), aluminum oxide (AlO_2), and laser-sintered non-precious metal, as well as fully anatomic wax patterns.

infiniDent enables current inLab and inEos owners to derive additional value from their technology investments by providing access to a continuously expanding menu of materials and indications, as well as providing customers with complete design control of their restorations.

infiniDent is an ideal solution for various lab groups, such as:

1. **Labs that have their own inLab system, but no sintering furnace:** These labs can utilize infiniDent to offer pure zirconium oxide crown and bridge frameworks to their dentists without giving up design control, as they would when sending their work to an outsourcing lab. infiniDent allows them to build their volume to a level that enables them to buy their own sintering furnace, if they choose.
2. **Labs looking for a low-investment, but expandable, entry model into CAD/CAM:** In this case, a lab buys only an inEos Blue scanner. They would then scan and design their work in their own lab and have infiniDent fabricate their restorations. As their volume grows, they can purchase their own inLab MC XL milling unit, as well as their own sintering furnace.

-more-



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

News Release

(3)

- 3. inLab users who want to gain access to future indications and materials:** inDent protects their investment in inLab technology by enabling lab owners to order new materials as soon as they become available.

According to Roddy MacLeod, Vice President of CAD/CAM for Sirona, "Sirona strives for continuous innovation and improvement in our technology. Laboratories that may not have the newest technology are able to expand their business and take full advantage of complete services by partnering with inDent. Sirona offers an economical entry into the digital restorative revolution."

The inDent service was named one of 2006's most innovative products for the dental laboratory industry by the *Journal of Dental Technology* (JDT). Some of the winning features highlighted were inDent's ease of use, time savings, and increased accuracy. More efficient use of labor hours put inDent on the winning list for its time-saving aspects. The technology improves quality by freeing up technicians' time for more labor-intensive work. The money-saving aspect was detailed by the fact that technicians are able to save money by eliminating the need for ancillary equipment. Also, shipping costs are lowered due to the electronic transfer of information.

Sirona continues to provide additional value to its inLab and inEos Blue customers with service options such as inDent, as well as free software updates. The company believes the only way it can be successful is by making its customers successful. Sirona strives to achieve this mutual success through innovation, which ensures that all of its customers stay on the cutting edge of technology.

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.inLab.com.

-more-



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

News Release

(4)

About Sirona Dental Systems, LLC

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.

###