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ORAMETRIX ANNOUNCES NEW EXECUTIVES TO EXPAND
INTERNATIONAL BUSINESS AND ONLINE CUSTOMER PROGRAMS

Both Industry Experts To Support Rapidly Expanding Customer Base

August 2; Richardson, TX – SureSmile, the innovative system for orthodontists that combines 3-D diagnostic imaging with computerized treatment plan modeling and robotic archwire customization today announced the addition of two new executives to its growing team. Glenn Lyon, a 30 year orthodontic industry veteran has joined the company as the Vice President of International Business Development, and Kathy Farley, an industry training professional, has joined the company as the Director of Online Customer Programs. Both positions are newly created.

“We are very fortunate to have these two impressive professionals joining our team and look forward to their impact on our long term business goals and customer engagement and service”, said Chuck Abraham, President and CEO, OraMetrix.

Lyon’s role will be to expand the existing international presence for the SureSmile treatment system in Europe, Asia and Australia. Lyon brings extensive knowledge and experience in the global orthodontic market most recently as Vice President of International Sales at Sybron Implant Solutions, Vice President of Sales at Discus Dental, and the Vice President of International Sales at Ormco where he led the team to over \$100M in annual sales.

Kathy Farley will lead the development of a streamlined SureSmile web platform for doctors and clinical orthodontic staff to access, learn and share information about the SureSmile system. Said Dan de Silva, Vice President of Marketing, “Our vision is to create a online portal that is a one stop resource for our customers, that integrates and ultimately expands the current support systems including training & education, practice performance metrics and marketing support and optimizing them for their global customer base. Kathy brings very valuable expertise and experience to this effort”.

Farley was most recently the Vice President of Professional Education at Align Technology where she instrumental in building their professional education presence in the marketplace with the development of Aligntech Institute, a continuing education website for Invisalign providers. After starting her career in nursing, she became interested in clinical education and developed clinical training programs for Critikon, Johnson & Johnson Medical, Ethicon Endo-Surgery and Healthpoint Biotherapeutics.

OraMetrix is the leading industry provider of innovative 3-D technology solutions for improving the quality and efficiency of orthodontic care. OraMetrix's proprietary software technology, the SureSmile system, integrates the use of precision digital tools throughout all phases of the orthodontic treatment process - diagnosis, treatment planning and monitoring, and archwire customization. For orthodontists, SureSmile offers more precision, efficiency and control, while patients experience shorter treatment times, less overall discomfort and fewer office visits.

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