



3D digital solutions for dental professionals

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Cadent Expands Executive Team

Irit Tenenvurtzel joins company as Executive Vice President and General Manager of Cadent Israel

CARLSTADT, N.J. – October 10, 2007 - Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries, today announced that Irit Tenenvurtzel has joined the company as Executive Vice President and General Manager of Cadent Israel, the company's R&D and hardware production center. Additionally, Eldad Taub, founder and former President, was named Vice Chairman of the company's Board of Directors and advisor to the company.

Irit brings more than two decades of management experience to Cadent, having served in a variety of positions – most recently Division President and Corporate Vice President – at Orbotech Ltd., one of the world's leading providers of sophisticated optical testing systems for printed circuit boards and flat panel display manufacturers. During the last 6 years at Orbotech, Irit managed the Flat Panel Display Division, a multi-functional organization including research and development, sales and marketing, operations, and customer support and under her leadership, the division's revenues more than doubled in four years.

"This is an exciting time for Cadent as we are experiencing explosive growth across all of our businesses and hold the number one position in each market segment in which we compete," said Terry Gunning, Chief Executive Officer of Cadent. "We are continuing the expansion of our management team to support the tremendous growth and development of the company. Irit brings an outstanding balance of business acumen and strong interpersonal and management skills to the company.

"Eldad Taub, as a co-founder of and former President of Cadent, provided the leadership and strategic insight needed for the development and commercialization of the OrthoCAD™ and iTero™ platforms," continued Gunning. "I am confident that Eldad will continue to contribute to our success in his new role."

The company also announced that Avi Kopelman, Executive Vice President, Products, and a co-founder of Cadent, has relocated from Cadent's Tel Aviv office to the corporate headquarters in Carlstadt, New Jersey. Kopelman will lead the ongoing technical integration of the iTero digital impression system into the market and act as a liaison between the company's service operations in New Jersey and the R&D center in Israel.

About Cadent

Cadent is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each week for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a consortium of leading venture capital investors including Apax Partners, Panorama Capital (J.P. Morgan Partners), Pitango Venture Capital, STAR Ventures and SV Life Sciences.

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