



3D digital solutions for dental professionals

Contacts:

Cadent
Diane Goochee, Director of Marketing, OrthoCAD
800-577-8767 ext. 163
Diane.Goochee@orthocad.com

Schwartz Communications
Jon Siegal / Erin Zwirn
781-684-0770
cadent@schwartz-pr.com

Cadent's OrthoCAD™ announces one millionth digital study model contest winner

Carlstadt, N.J.—July 9, 2007—Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries today announced that Dr. Charles E. Atkins, Jr. of Mississippi Orthodontic Specialists in Columbus, Miss., recently submitted OrthoCAD's one millionth digital study model. To celebrate this major milestone, Dr. Atkins will receive a gift certificate good toward a 4-day/3-night trip to the Arizona Biltmore Resort and Spa®.

"I'm thrilled to have submitted the one millionth study model and want to thank Cadent for what is sure to be a wonderful trip to Arizona," said Dr. Atkins. "I have used OrthoCAD for over three years and the benefits were instantaneously clear to my practice. The ease of use and convenience of OrthoCAD's technology allow me to forego the traditional plaster mold in favor of a state-of-the-art digital solution that I can use to formulate a more precise treatment plan."

"We are very pleased to award Dr. Atkins with a trip to one of the premier resort destinations in the country," said Terence Gunning, Chief Executive Officer of Cadent. "Since creating the first digital study model in 2001, OrthoCAD has enabled users to easily store, retrieve, and communicate cases electronically, streamlining the everyday workflow and improving the management of patient care. In reaching the millionth digital study model, OrthoCAD has cemented its place as the most trusted, experienced and user friendly 3D solution for treatment planning."

Cadent's Orthodontic services, marketed under the brand name OrthoCAD™, provide 3-D digital models for orthodontic treatment planning and the ideal placement of brackets. The OrthoCAD Digital Study Model (DSM) software allows the orthodontist to make accurate measurements for a treatment plan while storing cases electronically, thus eliminating plaster model storage and retrieval issues. The OrthoCAD iQ™ system allows orthodontists to go beyond the study models to simulate treatment strategies and select and execute the most appropriate treatment plan that includes more optimal positioning of orthodontic brackets. OrthoCAD services reduce the treatment time and number of patient visits by more than 30 percent, benefiting patients and orthodontists alike.

About Cadent

Headquartered in Carlstadt, New Jersey and with a development center in Tel Aviv, Israel, 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.

###