

FOR IMMEDIATE RELEASE

Contact: David Lesh
214-575-5900
dave@daledental.com



Just Unpack and StackSM with Coral Optical Zirconia Hue, Chroma and a Great Value in Zirconia UnderstructuresSM

Richardson, Texas July 28, 2009 - Dale Dental announces the launch of Coral Optical Zirconia™ – the most esthetic and affordable zirconia understructures available to dental laboratories without the purchase of CAD/CAM equipment. Like its namesake, the Coral™ understructure provides a natural vibrancy and functional beauty complimentary to the living environment around it. Coral™ understructures offers extensive shading options in high-strength and high-translucency materials; are in compliance with the U.S. Food and Drug Administration's good manufacturing process (GMP) requirements; provides fast turn-around times; and are manufactured in the USA, all for only \$49 per unit.

Problem: Today's dental laboratories need high-quality zirconia understructures without having to purchase and maintain expensive and highly technical manufacturing equipment that can expose their business to unfavorable credit terms and the risk of equipment obsolescence.

Solution: Dale Dental uses its equipment, facilities, technical expertise and purchasing power to manufacture Coral Optical Zirconia™ understructures for dental laboratories. The result is a combination of higher quality, speed and lower cost in a zirconia understructure for the lab, but without the risk and financial burden of the lab buying equipment. The understructure is sent to the lab for ceramic layering - the process responsible for achieving function and esthetics as well as creating the lab's signature finish.

Esthetics: Coral Optical Zirconia™ understructures are shaded to Vita Classic and 3D Master shades as well as other popular shade guides at no additional charge. Coral™ HT (high translucency) offers 950MPa of flexural strength – great for single units and anterior bridges. Alternatively, at more than 1,250MPa, Coral™ HS (high strength) helps address the toughest indications without compromising esthetics.

Unlocked: Unlike buying expensive equipment and getting locked to just one restoration type or brand, Coral™ customers can use Dale Dental for more than 15 different restorations delivered fully finished and ready for ceramics. All restorations can be ordered through paper work orders or fast, online case entry. All restorations qualify for free round trip shipping with the Dale Reward points loyalty program.

About: Dale Dental began in January 2000 as the country's first dental laboratory dedicated to working exclusively with other dental laboratories – not dentists. Thousands of laboratories have used Dale's outsourcing supercenter for state-of-the-art dental restorations so they don't have to purchase costly equipment. Additional press and technical information about Coral Optical Zirconia™, Dale Dental and online case entry may be found at www.DaleDental.com/Coral. Dale Dental is an ISO 9001:2008 company.

10x Fully Seated

Precision You Can See

All Coral copings and bridge frameworks are returned fully seated using water irrigation hand pieces under a 10-power stereo microscope for the ultimate in final fit quality.

2 Esthetic Materials + 21 Shades

Perfection for All Indications

Esthetics Supporting Nature

Coral copings and bridge frameworks are available in two unique material blends. A High Translucent material offers unparalleled esthetics in a 950Mpa understructure while a 1,250Mpa High Strength material offers unbeatable strength for any indication.

\$49 Shaded Any Single Uniform or Contoured
\$54 Shaded Bridge Units Includes Connections

Hue, Chroma and a Great Value

High quality shaded zirconia copings and bridge frameworks at a price you can afford with no hidden charges. Coral's simplified pricing of just \$49 for singles and \$54 for bridges includes shading, all finishing and return shipping.



Build Your Business Today

Building your esthetic zirconia business has never been easier, faster or felt better to do. That's because you can get Coral today without using a competitor and with no up-front expense. There's no equipment to buy and Coral is compatible with your existing zirconia ceramics.



Flexible Workflow

Getting Coral is easy just by sending your model work to Dale Dental. Because Dale only makes Coral copings, your lab is still in complete control of the fit, function and esthetics of each case through your own model work and ceramics. Your doctors will recognize your labs adherence to their preferences and style on every case.

DESIGN ESTHETICS FIT

Quality Comes Together

With quality scores exceeding 4.9 out of 5, Coral zirconia copings are quickly setting the standard for the ultimate in fit quality, design and esthetics. Plus, since every Coral understructure is centrally manufactured by just one team, the quality is not only highly scored, but highly consistent as well.



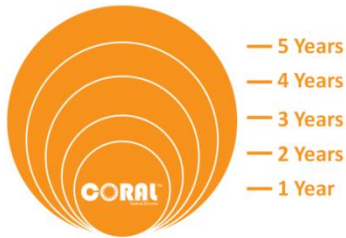
Laws of Esthetics Meet the Laws of Compliance

The United States Food & Drug Administration requires the use of only Good Manufacturing Process (GMP) compliant labs for the manufacture of understructures you receive from any laboratory. Dale's industry leading ISO 9001:2008 compliance, and the certificate of compliance we provide for your records, ensures your lab is compliant in maintaining such compliance. A 16-part OSHA/ANSI approved MSDS represents the composition of the completed Coral restoration.



Anatomy of Identification

The Coral Optical Zirconia system features authentication labels for both the laboratory and doctor. Each label contains a unique authenticity number which can verify genuine materials, USA manufacture and GMP compliance. Additionally, the laboratory label contains important case information such as material type, manufacture date and Dale Dental case identification number for easy recall.



Performance is Covered

All Coral copings and bridge frameworks carry the same five-year material guarantee that has become commonplace in the industry, with one major difference. While all manufactures pay at the laboratory level, their performance guarantees are advertised at the doctor level putting the laboratory in the uncomfortable position of standing behind the product at a much greater level than the manufacturer. Coral is paid at the laboratory level and advertised only at the laboratory level.



Order Online at DaleDental.com/Order

Getting Coral copings is fast and easy anywhere in the world. Simply sign on to DaleDental.com/Order and enter your case online. Once entered the system automatically prints unique PanTags™ that hang in your pans quickly identifying each case. Additionally, a single packing slip and overnight air bills are automatically printed for your shipment. You can revisit the site at any time to check the status of your cases and even complete online quality control cards to earn valuable reward points for totally free round trip shipping, gifts and more.



Perfect Contacts Every Time

888- Get Dale
888-438-3253

www.DaleDental.com
info@DaleDental.com

