

DEXIS® PRESS RELEASE

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For Immediate Release



DEXIS Bestowed With Coveted Pride Institute's Best In Class Technology Award

Des Plaines, IL (August 5, 2010) The Pride Institute has, for the second year in a row, honored DEXIS with the Best in Class accolade from among all other digital intra-oral X-ray systems. The DEXIS® system's core attributes are the PerfectSize™ Platinum sensor that combines direct USB connectivity, TrueComfort™ design, and PureImage™ technology, and its comprehensive yet easy-to-use imaging hub software.

The prestigious Pride Institute (www.prideinstitute.com) is a leading dental practice management research and consulting company that has built a large and dedicated following of dental professionals in its 36-year history. Understanding the need for an unbiased, non-profit assessment of available technology, the Pride Institute established the Technology Expo. Utilizing a rigorous selection process, the Expo's distinguished panel of clinicians, who are also noted technology experts, render their impartial appraisals of a wide variety of products. When selected by majority vote, these products represent those that are outstanding within their specific categories.

The DEXIS system will be showcased at the Pride Institute Best in Class Technology Expo during this year's ADA annual session in Orlando, October 9-12. At the Expo, dentists will be able to see first-hand why this outstanding system was selected as Best in Class.

About DEXIS

DEXIS is an industry leader in developing high quality digital imaging solutions for the dental community. In 1997, DEXIS introduced digital radiography on laptop computers — making it the first truly portable and affordable digital X-ray system. In 2001, DEXIS became the first intra-oral digital radiography system to be accepted by the American Dental Association into the highly prestigious ADA Seal Program. Today, DEXIS is the most highly awarded intra-oral digital X-ray system with numerous awards from dental researchers and well-respected dental publications. For more information on the DEXIS Platinum Sensor and to learn about DEXIS imaging solutions, visit www.dexis.com.

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