



3D digital solutions for dental professionals

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Cadent Selects Straumann as Exclusive European Distributor of iTero

Agreement represents next step in globalization strategy; expansion to continue throughout 2010

CARLSTADT, N.J. — Jan. 8, 2010 — Cadent, the leading provider of 3-D digital and CAD/CAM solutions for orthodontics and dentistry, announced that it finalized an agreement last month with The Straumann Group, a global leader in regenerative, restorative and replacement dentistry, whereby Straumann will become the exclusive European distributor of the iTero digital impressions system. Terms of the agreement were not disclosed.

“This distribution agreement with Straumann continues the on-going execution of our global market penetration strategy for iTero,” said Timothy Mack, President of Cadent. “iTero was launched in 2007 via targeted regional rollouts and was widely available via direct sales throughout the United States and Canada by fourth quarter 2008. In 2009, sales and marketing efforts were expanded through distributor partner relationships in North America and we began analyzing strategic partners for global expansion. As 2010 kicks off, we are delighted that through Straumann’s exceptional sales and marketing organization, dentists and laboratories throughout the Europe will have access to iTero’s unique capabilities, such as performing digital impressions for advanced prosthetics cases.

“Looking ahead into the new year, Cadent will continue to expand our industry-leading presence through further geographic expansion with prominent strategic partners that offer operational, sales and marketing infrastructure to meet the needs of specific markets,” added Mack.

“We are extremely pleased that Straumann will serve as the exclusive European distributor for iTero,” said Kerri Sebring, Director of Marketing at Cadent. “Straumann is an industry-leading global brand whose product quality, customer service and sales network are second-to-none.”

“Intra-oral scanning, which offers significant advantages in accuracy, cost-savings and outcomes, is the future of dentistry,” said Gilbert Achermann, President and Chief Executive Officer of the Straumann Group. “We believe that Cadent’s iTero system is the superior technology on the market and will provide our customers with immediate and impactful benefits.”

iTero is the world’s leading digital impression system, serving more than 1,500 dentists in twelve countries, and is the only digital impression technology which does not require powdering or coating of the teeth, enabling the processing of more complex cases than any other system. Cadent’s OrthoCAD services, which are not included in the distribution agreement with Straumann, are utilized by orthodontists in twenty countries, including fifteen percent of all U.S. orthodontists. The two divisions have combined to process more than 2 million cases worldwide.

Cadent retains its commitment to open architecture including the choice of laboratory, distribution partners, and integrated technology alliances. Over the past year, the company’s technology platform has expanded digital integrations with several of the leading providers of prosthetic CAD/CAM technologies, including: Straumann, 3 Shape, Dental Wings, and Wieland. This open architecture platform will continue to expand in 2010, as Cadent plans the integration of Cadent iTero 3D impressions with Cone Beam CT scans which enable treatment planning software for implant and orthodontic cases.

About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SIX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs more than 2,200 people worldwide and its products and services are available in more than 60 countries through its broad network of distribution subsidiaries and partners.

About Cadent

Cadent is the leading provider of 3-D digital CAD/CAM solutions for the orthodontic and dental industries. The Company services thousands of cases per day for a rapidly expanding customer base. Cadent's offerings, including [iTero™](#), [OrthoCAD™](#), [iCast™](#) and [IQ™](#), improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The Company is backed by a syndicate of leading venture capital investors including Fortissimo Capital, Apax Partners, Panorama Capital (J.P. Morgan Partners), STAR Ventures and SV Life Sciences. For additional information, please visit www.cadentinc.com.

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