

FOR IMMEDIATE RELEASE

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**Heraeus Introduces Venus[®] Smile — a First-Ever Integrated Suite
of Esthetic Products *Plus Services* Designed to Help Dentists
Attract and Treat Patients**

ARMONK, NY, February 21, 2008—Heraeus Kulzer, Inc., announced today the launch of its highly anticipated **Venus[®] Smile**, a unique combination of esthetic products plus practice building services (www.smilebyvenus.com). The brand builds on Heraeus' commitment to transform lives through innovative product solutions, technologies and partnerships.

Heraeus already holds the unique distinction of being the first and only manufacturer to integrate both direct and indirect restorative products through its **Venus[®]** line of products: **Venus[®] Composite**, **Venus[®] Flow**, **Venus[®] Temp C&B** and **Venus[®] Porcelain**. These products work together to help dentists provide superior esthetic restorations to their patients. With the introduction of **Venus[®] Smile**, the brand now expands to include a suite of built-in, practice-building solutions. As dentists integrate **Venus[®] Smile** into their practice, they'll automatically benefit from **Venus[®] Provider** status, which affords them countless opportunities to market themselves, profile their work on a consumer-facing website and much more.

"Our products must continually evolve to meet the demands of the market, our customers, and our partners. **Venus[®] Smile** is a complete brand designed to integrate and systematize a practice's functions around esthetic dentistry. The

addition of these services helps practices to gain critical efficiencies and improve practice profitability," explains Christopher Holden, President of Heraeus Kulzer, Inc, Armonk, NY.

The esthetic practice-building services and solutions now available through **Venus[®] Smile** include:

- **Venus[®] Smile:** Superior direct and indirect restorative products through its Venus[®] line of products: Venus[®] Composite, Venus[®] Flow, Venus[®] Temp C&B and Venus[®] Porcelain
- **Venus[®] Academy:** on-demand clinical training and education for doctors and teams.
- **Venus[®] Patient Network:** direct-to-consumer marketing which includes a portfolio of exquisitely designed and high-impact marketing and patient education tools that can be easily customized to help practices effectively attract and educate patients — without spending a lot of time or money.
- **Venus[®] Express Patient Financing:** built-in patient financing solutions offered exclusively through a leading national bank, to be named later.

Earlier this year, Heraeus also introduced **Venus[®] Smile Centers**, nationally recognized dental laboratories that are specially trained and certified to deliver **Venus[®] Smile Porcelain** restorations.

For more information on **Venus[®] Smile** or any product in the **Venus[®]** suite, please call **800.431.1785** or visit www.smilebyvenus.com.

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Note to Editors

If you are interested in learning more about Heraeus Kulzer, please visit www.heraeus-kulzer-us.com or the global corporate website www.heraeus.com. For product shots,

please contact Heraeus Kulzer Marketing and Communications Department at **800.431.1785**.

About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company in the business segments of precious metals, dental health, sensors, quartz glass and specialty lighting sources. With revenues of more than EUR 10 billion (\$15 billion) and more than 11,000 employees in over 100 countries, Heraeus has stood out for more than 150 years as one of the world's leading companies involved in precious metals and materials technology.

Heraeus Kulzer GmbH, a subsidiary of the precious metals and technology group Heraeus, is one of the world's leading manufacturers of dental products, with headquarters in Hanau, Germany, and subsidiaries in the US, Europe, and Asia. As a system provider and service partner for dental offices and dental laboratories, with more than 1,500 employees worldwide, the company grossed EUR 327 million (\$452 million) in sales in 2006.

The Heraeus Kulzer Dental Division provides dentists, laboratories and patients with the ultimate in esthetic dental solutions. Heraeus Kulzer empowers dental professionals to provide patients with the most natural-looking restorations while respecting a healthy and conservative approach to clinical dentistry. For more information on Heraeus or its products, call **800.431.1785** or visit www.heraeus-kulzer-us.com.