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**LUMINEERS® Now Offered At Arizona Bright Now! Dental Offices**

*Top Quality Smile Makeovers Available to Bright Now! Patients at Rates  
25 to 45 Percent Less Than Competing Cosmetic Dentistry Services*

PHOENIX, Oct. 14, 2008 — Bright Now! Dental, the nation's leading provider of business support services to dentists, today announced the immediate availability of LUMINEERS BY CERINATE® at its affiliated Arizona Bright Now! Dental offices. LUMINEERS, a non-invasive approach to porcelain veneers, are a high-end cosmetic dentistry offering now available to Bright Now! Dental patients at the same affordable dentistry practice where they schedule their regular dental maintenance and routine care – a remarkable jump in the level of available dentistry services. LUMINEERS are being introduced to in Arizona at the very competitive price of \$950 per tooth, 25 to 45 percent less than competing dental products.

LUMINEERS are patented, contact lens-thin (approximately .2 mm), super translucent porcelain veneers that offer the painless way to permanently whiter, perfectly aligned teeth in two to three visits. Unlike traditional veneers which generally require grinding and shaving of the teeth, LUMINEERS are placed over existing teeth without the painful removal of the tooth structure.

"Dental care is a basic need for everyone and it's important to us that our patients are able to keep it as a priority even in a difficult economy," stated Judy Dunbar, west area vice president, Bright Now! Dental. "We're committed to offering affordable cosmetic options like LUMINEERS, supporting dental needs well beyond the basics, and demonstrating Bright Now's progressive approach in bringing specialty dentistry to a local yet very broad base of dental customers. Times are tough and we want to keep people smiling."

LUMINEERS are a top-notch addition to the cosmetic dentistry product mix at Bright Now! Dental. Traditional veneers are fused or bonded to teeth that have been significantly reshaped by grinding the teeth down to accept the veneer; however LUMINEERS are thin enough that no reduction of the tooth is required. The procedure is non-invasive and completely reversible since the patient's tooth structure remains intact. LUMINEERS offer unparalleled longevity and are clinically proven to last up to 20 years.

"LUMINEERS dramatically improve treatment options for any number of cosmetic dental issues, offering a valuable cosmetic option without the inconvenience of traditional veneers. Coupled with the affordability and range of services offered by Bright Now! offices across the country, these compelling benefits are well within reach for a broader cost-conscious audience," added Dunbar. "A tremendous and growing number of dental patients now have access to affordable smile makeovers – made possible through top of the line cosmetic dentistry available at their local Bright Now! office."

Arizona is the latest area to offer Lumineers, which will ultimately be offered at all 300 Bright Now! affiliated offices. LUMINEERS are available now at all 10 Arizona offices, including Phoenix, Mesa, Surprise, Glendale, Green Valley, Avondale and Chandler. In addition to these Arizona locations, Bright Now! Dental and its affiliates have recently added Lumineers to the menu of available services in Dallas/Ft. Worth, Washington and Oregon. Prospective patients can call 1-888-BRIGHT NOW (1-888-274-4486) to schedule an appointment for a no charge consultation to discuss LUMINEERS options, or visit [www.brightnow.com](http://www.brightnow.com).

### **About Bright Now! Dental, Inc.**

Bright Now Dental Inc. and its wholly owned subsidiaries, Monarch Dental, Castle Dental and Newport Dental, provide business support services to more than 300 dental offices in 18 states. Bright Now Dental's mission is to manage the time-consuming business functions of running dental practices, enabling dentists to devote virtually all of their time to quality patient care through superior service and value. Bright Now Dental Inc. handles business support services such as finance, sales and marketing, information technology, human resources, purchasing and real estate development, while dentists retain responsibility for all clinical matters. More than two million people yearly take advantage of Bright Now Dental's extended evening and weekend office hours, convenient locations, affordable prices, and flexible payment plans\* for quality, full-service dental care including general and cosmetic dentistry, and specialty services such as orthodontics.

Based in Santa Ana, Calif., Bright Now Dental Inc. and its affiliated dental offices employ approximately 4,000 people nationwide. For more information, visit [www.brightnow.com](http://www.brightnow.com).

### **About LUMINEERS BY CERINATE®**

LUMINEERS BY CERINATE® are developed by California-based Den-Mat Holdings, LLC, a leading manufacturer and marketer of advanced cosmetic and restorative dental products and laboratory services. Den-Mat Holdings' products and services allow dentists to reserve, restore and enhance patient's teeth without the requirement for anesthesia, extensive cutting, drilling and tooth removal that have characterized dentistry in the past. This revolutionary type of dentistry not only focuses on superior esthetic results, but on patient comfort and convenience as well.

LUMINEERS® BY CERINATE are the only porcelain laminates that are strong, reversible, and have a proven record of over 20 years of clinical success. LUMINEERS BY CERINATE provide exceptional results, taking worn, misshapen teeth and transforming them into a naturally beautiful and radiant smile. Den-Mat currently has more than 680 employees and manufactures a complete line of more than 200 cosmetic and restorative formulations. The company services approximately 40,000 dentists worldwide, and offers variety of educational seminars and marketing support services for dentists. For additional information, please visit [www.denmat.com](http://www.denmat.com).

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\*On approved credit.