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FOR IMMEDIATE RELEASE

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Bright Now! Dental Expands Again in the Seattle-Tacoma Area in Puyallup

Santa Ana, Calif., October 23, 2008 — Bright Now! Dental Inc., the nation's leading provider of business support services to dentists, announces the grand opening of a new Bright Now Dental in Puyallup. Located at 10228 156th St. East, Suite 101 in the Sunrise Village retail center, the office provides families with a convenient, comfortable environment where they can receive the latest in comprehensive, quality dental care.

The opening of this office continues the growth and mission of Bright Now Dental Inc. which is to provide "Smiles for Everyone!"SM by bringing quality, affordable dental care to local neighborhoods. The office is equipped to provide prompt, efficient dental care, and offers general dentistry, preventive care, children's dentistry, and specialty care services including orthodontics (braces), and LUMINEERS BY CERINATE[®] (a patented, contact lens-thin - approximately .2 mm - super translucent porcelain veneers that offer a painless way to permanently whiter, perfectly aligned teeth in two to three visits). Bright Now Dental accepts most insurance plans and offers a dental discount program for patients without insurance. The office is open five days per week, with appointments available until 7:00 p.m. on Tuesdays and Wednesdays and is open the second Saturday of each month.

Good dental habits can positively affect overall health, so the dentists and professional staff value their role in helping patients maintain and/or improve their patients' total wellness. Bright Now Dental's Richard Guzha, D.D.S., has been practicing dentistry for over eight years and has been with Bright Now for the last 8 years. When asked about his approach to patient care Dr. Guzha explains "My mission is to provide every patient with the highest quality dentistry while educating them along to the way as to what their experience entails." In his spare time, Dr. Guzha enjoys playing golf as well as jogging.

To celebrate the grand opening, the office is offering \$100 Off Dental Services* and \$39 Exam and X-Rays**. Prospective patients can call the Bright Now Dental office at 253-840-0540 or toll-free 1-888-BRIGHT NOW (1-888-274-4486) to schedule appointments.

For patients who do not have dental insurance, the Bright Now Dental, Inc. affiliated offices offer the ConfiDent[®] dental discount program. For a low annual fee paid to the dentist, the dental discount program makes dental care affordable to individuals and families without dental insurance through a 25% discount on general dental services and a 20% discount on specialty services where available (*percentage off Usual Customary Fees – UCF*).

About the ConfiDent[®] Dental Discount Program

The ConfiDent[®] program is not an insurance plan. There are no benefits payable to enrollees, nor does ConfiDent[®] compensate dental care providers for services they may render to employees. ConfiDent[®] is not an insurer, guarantor, or underwriter of any services provided under the program or of any payments to providers. Enrollees arrange for needed dental care, including payment directly with the dental care provider. Enrollees are responsible for the entire cost of the dental care and ConfiDent[®] shall in no event be liable for any payment to a provider accessed under the program.

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 4,200 people nationwide. For more information, visit 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.

** Offer applies to any new treatment plan. Limit one per person. Offer does not apply to diagnostic, specialty or preventive services. Not to be combined with any other offers. Valid for new patients on initial visit in Puyallup location only. Offer coordinated with insurance and applicable state laws and subject to change. Expires on 6/30/09.*

*** Regular price \$239. Valid for one new, cash patient on initial visit only. Offer can't be combined, subject to change and expires on 6/30/09.*

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