

FOR IMMEDIATE RELEASE

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Monarch Dental Expands Again in the Dallas/Ft. Worth Area in Murphy

Santa Ana, Calif., October 31, 2008 — Bright Now! Dental Inc., the nation's leading provider of business support services to dentists, announces the grand opening of a new Monarch Dental in Murphy. Located at 217 E. FM 544 Suite 501 in the Murphy Marketplace 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. Other offices that have opened in the Dallas / Ft. Worth-area include Monarch Dental offices in Arlington, Burleson, Cedar Hill, Corinth, Dallas, Ft. Worth, Keller, Lake Worth, Mansfield, McKinney and Waxahachie. The Murphy office marks the 12th Monarch Dental office built from the ground up since January 2004.

The office is equipped to provide prompt, efficient dental care, and offers general dentistry, preventive care, children's dentistry, and specialty care services. Monarch Dental accepts most insurance plans, offers financing on approved credit, and offers a dental discount program for patients without insurance. The office is open five days per week from 8:30am – 5:30pm.

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. Monarch Dental's Anshu Jain, D.D.S., has been practicing dentistry for eight years. When asked about her approach to patient care Dr. Jain explains "I like to spend ample time with each patient to understand their expectations and then provided them with their diagnosis and guided to understand their dental health options." In her spare time, Dr. Jain enjoys classical dancing.

To celebrate the grand opening, the office is offering \$100 Off Dental Services* and \$99 Exam, X-Rays & Cleaning**. Prospective patients can call the Monarch Dental office at 972-422-2299 or toll-free 1-800-MONARCH (1-800-666-2724) 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.

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

*** Includes Examination, X-rays and routine cleaning (in the absence of periodontal disease). Valid on initial visit only. Offer can't be combined with insurance or other offers, subject to change and expires on 6/30/09.*

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