



Modern Dental Professionals - Houston, P.C.
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FOR IMMEDIATE RELEASE

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Castle Dental Expands Again in the Houston Area in Rosenberg

Santa Ana, Calif., January 12, 2009 — Bright Now! Dental Inc., the nation's leading provider of business support services to dentists, announces the grand opening of a new Castle Dental in Rosenberg. Located at 24601 S. W. Freeway, Suite 200 in the Brazos Town 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 Houston-area include Castle Dental offices in League City and Cypress and have plans to expand to Eldridge, Missouri City and Richmond-Grant Parkway in 2009*. This new Rosenberg office marks the 31st office in the Houston area.

The office is equipped to provide prompt, efficient dental care, and offers general dentistry, preventive care, children's dentistry, and specialty care services. Castle 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. Castle 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.

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To celebrate the grand opening, the office is offering \$100 Off Dental Services, \$75 Exam & X-Rays, as well as Complementary Take Home Teeth Whitening**. Prospective patients can call the Castle Dental office at **972-422-2299** or toll-free 1-800-TO SMILE (1-800-867-6453) 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.

**New offices planned as of December 2008, expansion plans subject to change.*

*** \$100 Off offer applies to any new treatment plan (minimum \$300). Limit one per person. Offer does not apply to diagnostic and preventative services and cannot be lower than Medicaid. Valid for new patients on initial visit in **Rosenberg location only**.*

***\$75 Exam & X-Rays** (regular \$271). Valid for one new, cash patient on initial visit only.*

***Complementary Take Home Teeth Whitening Kit** regular price \$238. Available upon completion of General or Orthodontic Services.*

All offers: Limit one per person. Offer cannot be combined or coordinated with insurance. Offers are coordinated with applicable state laws and subject to change. Expires on 6/30/09.

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