



FOR IMMEDIATE RELEASE

Editorial Contact:

Sylvia Chansler or Jackie Zerbst
MPowered Public Relations for Bright Now! Dental
714-998-3448
pr@mpoweredpr.com

Bright Now! Dental Contact:

Jami Vincent, marketing manager
714-428-1248
bndpr@brightnow.com

LUMINEERS® Now Offered At Washington and Oregon Bright Now! Dental Offices

Bright Now! Makes Top Quality Smile Makeovers Available to Its Broad Base of Patients

Seattle, Washington, Sept. 10, 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 Washington and Oregon state 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 the Washington and Oregon states at the very competitive price of \$1,200 per tooth.

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.

"Bright Now's primary mission is to bring quality dental care options to our broad base of patients," stated Steve Ashlock, northwest area vice president, Bright Now! Dental. "By adding LUMINEERS to our slate of products and services, we are furthering that philosophy – going beyond offering great basic care – to make high quality smile makeovers available to our patients."

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 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 provide a valuable cosmetic alternative, avoiding the inconvenience of traditional veneers and dramatically improving treatment options for a multitude of cosmetic dental issues," added Ashlock. "A tremendous and growing number of patients can now access smile makeovers through top of the line cosmetic dentistry, supported by Bright Now's long-term value, convenience and extended payment options*."

LUMINEERS are available now at all Washington and Oregon state Bright Now! Dental offices, and will soon be available throughout the entire Bright Now! Dental family of more than 300 offices across the country. 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.

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.

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.

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*On approved credit.