

## **FOR IMMEDIATE RELEASE**

### **NOBEL BIOCARE AND PROSITES LAUNCH FREE WEBSITE OFFER FOR DOCTORS**

#### **New "Get Online Promotion" helps doctors attract new patients and market their practice online**

**Temecula, CA – September 23, 2008** – Nobel Biocare, the world leader in innovative esthetic dental solutions has launched an exciting website promotion for dentists with ProSites, Inc., the nation's leading provider of high quality website design and Internet marketing services for dental professionals.

Under terms of the promotion, which runs through November 30th, 2008, Nobel Biocare will provide doctors who purchase a minimum of 15 dental implants with a free ProSites website and a full year of website hosting (a \$3,160 value). "Getting a free ProSites website with the purchase of Nobel Biocare implants is a tremendous added value for the doctor," says ProSites CEO Lance McCollough. "Over 300 Nobel Biocare doctors have selected ProSites due to our industry leading Web Engine technology, compelling website designs, and excellent patient education content. Our websites also include special content provided by Nobel Biocare that educates visitors on dental implants and helps doctors to increase case acceptance," said McCollough.

Nobel Biocare and ProSites have worked closely together over the past three years to help doctors market their practices online and educate their patients about the benefits of esthetic dentistry. "Nobel Biocare is not only committed to developing the most advanced esthetic dental solutions, but is also partnering with our doctors in a way that positively impacts their overall practice," said Dan Hinkle, Senior Director of Marketing Innovations for Nobel Biocare, North America. "Our common goal is to better educate patients about dental health. Programs like the "Get Online Promotion" with ProSites and our Practice Perks program add real value to the relationship we share with our doctors."

#### **About Nobel Biocare**

Nobel Biocare is a medical devices group and the world leader in innovative esthetic dental solutions with its brands NobelActive™, Brånemark System®, NobelReplace™, NobelSpeedy™, NobelPerfect®, NobelDirect®, Replace Select (dental implants), Procera® (individualized dental prosthetics), NobelGuide™ (complete patient rehabilitation program) and NobelSmile™ (patient education and awareness program). Nobel Biocare is a full solution provider for restorative esthetic dentistry, offering a wide range of innovative Crown & Bridge & Implant products, as well as training and education, patient information and clinically documented treatment concepts. Nobel Biocare has over 2,500 employees and recorded revenue of EUR 665.9 million in 2007. The Company is domiciled and headquartered in Zurich, Switzerland. Production takes place at six production sites located in Sweden, the US, Japan and Israel. Nobel Biocare has 37 direct sales organizations. The shares of the parent company Nobel Biocare Holding AG are listed on the SWX Swiss Exchange.

## **About ProSites**

ProSites, Inc. is the nation's leading provider of high quality website design and Internet marketing services specifically tailored to the needs of medical and dental professionals. The company's exclusive WebEngine technology fully automates the creation of high-end, graphically compelling websites that help doctors to market their practices on the Internet and attract new patients. In addition to an excellent collection of patient-oriented content, the websites also include interactive features that help streamline patient communications and online appointment requests. Headquartered in Temecula, California, ProSites is a privately held corporation. For more information, visit [www.prosites.com](http://www.prosites.com) or call (888) 932-3644.

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