

FOR IMMEDIATE RELEASE

Aurum Ceramic/Classic to expand digital manufacturing platform with the Cadent iTero™ Digital Impression System

CALGARY – Jan. 15, 2009 – The Aurum Group, one of the leading suppliers of all aspects of restorative and comprehensive esthetic dentistry in Canada and the United States, today announced that Aurum Ceramic/Classic Dental Laboratories will expand their digital manufacturing platform with the Cadent iTero digital impression system.

iTero, which uses proprietary scanning technology to generate a virtually perfect impression in less time and with less discomfort to the patient, enables a complete digital image of the patient's teeth to be captured without the need to create a physical mold. iTero allows for superior accuracy with no distortion, on-screen 3-D visualization in real time, greater patient comfort during the impression experience and the elimination of costly remakes and adjustments.

“The Aurum Group has always been on the leading edge in comprehensive aesthetic and implant dentistry,” said Mark Maier, vice president of corporate development at The Aurum Group. “Advancements in digital technology improve the standard of care for dentists and patients alike. Our partnership with Cadent, the leader in digital impressions, assures that our company will provide the most accurate restorations. And with local manufacturing, Aurum will ensure the quick and reliable turnaround time that our customers expect.”

“As an ongoing iTero-partnered laboratory, Aurum Ceramic/Classic has reaffirmed their reputation as the leader in superior quality and customer service in the Canadian marketplace,” said Kerri Sebring, director of marketing at Cadent. “This partnership furthers the reach and validates the growing market for the iTero system, which produces a superior-fitting dental restoration than conventional impression methods.”

About Cadent

Cadent (www.cadentinc.com) is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each week for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a consortium of leading venture capital investors including Apax Partners, Panorama Capital (J.P. Morgan Partners), Pitango Venture Capital, STAR Ventures and SV Life Sciences.

About The Aurum Group

Brilliant Aesthetics. World-Class Precision. Proven New Products and Techniques. Innovative Applications. Platinum-Level Service. Superior Value. The Aurum Group of Companies (www.aurumgroup.com) has made these the cornerstones of a tradition of excellence. As a leader in state-of-the-art comprehensive esthetic and restorative dentistry for patients of all ages, we are committed to setting the platinum standard in laboratory services and outstanding results. The

Aurum Group has always been committed to supporting dentistry with not only the most technologically advanced restorative materials and techniques available but also in terms of research, education and program assistance. We are proud to be the sole Platinum Sponsor, and one of two Designated Labs, of The Las Vegas Institute of Advanced Dental Studies (LVI). The Aurum Group is Exclusive Lab Sponsor to gIDE; works closely with the Pacific Implant Institute, DOCS, and PTC; is a Corporate Gold Member of AACD; and is a supporter of Oral Health America; Dentistry Canada Fund and many other foundations and initiatives.