

Media release

Straumann and Ivoclar Vivadent announce partnership to provide highly esthetic solutions for tooth restoration and replacement

- *Partnership combines Straumann's expertise in implant and CAD/CAM dentistry with Ivoclar's strength in high performance ceramics*
- *Straumann launches a new anatomic implant abutment manufactured from Ivoclar's proprietary IPS e.max® zirconium dioxide ceramic*
- *Straumann to offer CAD/CAM prosthetics in highly durable, super esthetic IPS e.max lithium disilicate ceramics, including copings, in-lays, on-lays, crowns and veneers*

Cologne/Basel/Schaan, 23 March 2009: In preparation for Europe's leading dental trade fair, the International Dental Show (IDS) in Cologne, Germany, Straumann and Ivoclar Vivadent are today announcing a partnership agreement that will enable them to offer highly esthetic solutions for tooth replacement and restoration. Under the agreement, Ivoclar Vivadent will supply its proprietary high-performance IPS e.max ceramic technology to Straumann for use in the latter's dental prosthetic solutions, both implant and tooth borne. The first combined product, the Straumann Anatomic IPS e.max Abutment is being launched at the IDS and will be available in Europe next month and in North America from June onwards. A range of Straumann CAD/CAM prosthetics in IPS e.max lithium disilicate ceramics will also be launched in the coming months in initial European countries and Europe-wide by year end.

IPS e.max ceramics

The strength and machining characteristics of Ivoclar's IPS e.max zirconium dioxide ceramic make it ideal for the fabrication of durable, high-precision implant prosthetics (abutments). Being ceramic, it provides an excellent foundation for a highly esthetic final restoration.

The IPS e.max lithium disilicate ceramics are used for final restorations on implant abutments or on natural teeth. Strength, quality and durability combined with translucence and natural vitality are the distinguishing properties that make it a material of choice for highly esthetic results that are virtually indistinguishable from natural teeth.

Anatomic abutments

Straumann offers a broad range of standard and custom implant abutments in a range of materials, including anatomic abutments in titanium. Anatomic abutments are pre-shaped, standardized implant prosthetics that can be modified both in the dental laboratory and the practice. The new Straumann Anatomic IPS e.max abutment offers a flexible, 'off-the-shelf' solution. It comes in two gingival heights, two shades and two configurations (straight and angled).

In its sintered state, IPS e.max can be easily shaped by grinding. Like the customized CAD/CAM ceramic abutment, it takes ceramic down into the bone and provides a natural-looking tooth base for an all-ceramic restoration. Straumann is the only

company to offer an all-ceramic abutment made from the IPS e.max (zirconium dioxide) material.

Designed for use with Straumann's new-generation Bone Level Implant range, the new abutment features the innovative CrossFit connection for convenient handling, optimal pressure distribution and precise tight fit. It also makes use of the Bone Control Design concept and the existing Straumann planning and instrument set.

Flexible and efficient abutments made from enhanced materials offer multiple advantages to dental professionals and patients including enhanced esthetics, greater efficiency and added predictability in the final restoration.

Super esthetic restorations

Straumann supplies CAD/CAM copings, crowns and bridges in a range of modern materials including zircon (ceramic), ticon (titanium), coron (cobalt chrome), and polycon (polymer). The addition of IPS e.max lithium disilicate ceramics enables the company to offer super esthetic crowns, inlays, onlays and veneers in various shades and translucencies along with all the advantages of the Straumann CAD/CAM solution. The first lithium disilicate ceramic products (copings and crowns) will become available in Austria, Germany, and Switzerland in June, followed by the full range throughout Europe by year end.

About Ivoclar Vivadent

Ivoclar Vivadent is one of the world's leading dental companies. The company's success is based on a comprehensive portfolio of products and systems, strong research and development capabilities and a clear commitment to training and further education. Headquartered in Schaan Liechtenstein, Ivoclar Vivadent employs approximately 2200 people and operates in more than 100 countries through 22 subsidiaries. IPS e.max® is a registered trademark of Ivoclar Vivadent Inc.

About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SWX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approximately 2200 people worldwide and its products and services are available in more than 60 countries through its broad network of distribution subsidiaries and partners. Bone Control Design™, Coron™, CrossFit™, etkon™, polycon™, ticon™ and zircon are trademarks or brands of Straumann Holding AG and/or its affiliated companies.

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uncertainties and other factors that may cause actual results, performance or achievements of the Group to differ materially from those expressed or implied. These include risks related to the success of and demand for the Group's products, the potential for the Group's products to become obsolete, the Group's ability to defend its intellectual property, the Group's ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group's ability to generate revenues and profitability, to realize its expansion projects in a timely manner, and to maintain its business relationships with suppliers, customers and other third parties. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this report. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any forward-looking statements contained in it as a result of new information, future events or otherwise.

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