

## Media Release

### **Straumann to provide ClearChoice affiliated network with a broad range of dental implants, including the new Roxolid® SLActive® Bone Level Tapered implant**

**Basel/Denver, 29 August 2014:** Straumann and ClearChoice announced today that the two companies will partner to offer a new range of implant and prosthetic options to the ClearChoice affiliated network of dental implant care centers. The two companies will also explore possibilities to expand the ClearChoice business in North America.

In response to requests from its affiliated doctors, ClearChoice has recently evaluated various tooth replacement solutions offered by the Straumann Group including Straumann's new range of low-profile angulated abutments and its unique Roxolid® SLActive® Bone Level Tapered implant. The combination of these with Straumann's range of CAD/CAM options, including full-arch screw-retained bars and bridges, sets a new standard in immediate fixed edentulous solutions. Through Straumann's Intradent platform, ClearChoice affiliated doctors will also have access to other attractive and effective implant solutions.

"ClearChoice performs more implant procedures than any other facility or network in the United States and we are looking forward to partnering with them to offer more patients with proven, lasting tooth replacement solutions. At the same time, we are working with ClearChoice on other initiatives that could offer benefits for Straumann customers," said Andy Molnar, Executive Vice President Straumann North America.

ClearChoice Management Services CEO, Kevin Mosher, commented: "Our Clinical Advisory Board evaluated several leading systems and unanimously agreed that the Straumann Group's broad range of proven products and cutting-edge technologies will provide our affiliated doctors with an excellent range of solutions, enabling them to continue to offer innovative and high level dental implant care to their patients."

Straumann and Intradent will begin to supply ClearChoice in 2015. To meet additional demand for CAD/CAM prosthetics – especially screw-retained bars and bridges, Straumann has initiated a project to expand its state-of-the-art production facilities in the USA and to increase its team of certified dental technicians there.

#### **About ClearChoice**

Founded in 2005, ClearChoice Dental Implant Centers is a growing network of 30 doctor-owned dental implant centers providing innovative and quality dental implant care in 22 markets across the United States. ClearChoice affiliated centers offer comprehensive dental implant treatment services, and are leaders in full-mouth or whole-arch dental restorations. Each center's main objective is to provide quality care by not only using specialists to deliver treatment but to have all the specialists at one location working together as an integrated team, with support from advanced imaging equipment and an on-site lab. ClearChoice Management Services, LLC is a market leader in providing high quality practice management services to the network of ClearChoice Dental Implant Centers. For more information, please visit <http://www.clearchoice.com>.

### **About Straumann**

Headquartered in Basel, Switzerland, Straumann (SIX: STMN) is a global leader in implant, restorative and regenerative dentistry. 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 2280 people worldwide and its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

Straumann wants to be the provider of choice for dental professionals and patients when it comes to tooth replacement solutions. In addition to pursuing a strategy to extend its leadership position in the premium segment, Straumann has taken several initiatives to penetrate the value segment of the global tooth-replacement market through a multi-brand approach. Under the name 'Instradent', it has established a business platform to drive and manage the distribution and internationalization of the various brands in its portfolio.

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