

Media release

Straumann launches CARES and three new products at IDS

Cologne, 12 April 2005: At the International Dental Show (IDS) in Cologne, Germany, today Straumann, a global leader in implant dentistry and dental tissue regeneration, presented several new products and services that underpin the company's leadership in predictable long-term esthetics and treatment safety in implant dentistry.

Broadly recognised as the most important dental trade event in the world, the IDS provides an ideal platform for Straumann to launch its individualised implant prosthetics service 'CARES' (Computer-Aided REstoration Service), in addition to introducing the new synOcta® gold abutment, the Straumann Bone-block Fixation kit and a new range of single patient drills.

"The new products and service we are launching at this year's IDS are a meaningful contribution to improved handling and convenience. CARES, our CAD/CAM individualised abutment service, and our new synOcta gold abutment offer further treatment options for achieving lasting esthetic outcomes, while our new instrument sets provide handling and safety benefits for customers and patients", commented Dr Sandro Matter, Straumann's Executive Vice President of Products.

Straumann® CARES – An individualized abutment service with guaranteed Straumann precision

Straumann has a long tradition in responding to individual customer needs and has a business unit devoted specifically to custom-made products. Straumann CARES builds on this tradition and extends Straumann's comprehensive range of standard abutment solutions.

Straumann CARES is the result of an exclusive collaborative arrangement with Sirona Dental Systems, the world's leading producer of dental CAD/CAM systems. Using the most advanced computer assisted modeling technology, Straumann CARES enables the dental technician to digitize the patient's oral situation, using a "inLab" or "inEos" Sirona scanner, and then to design the individualised abutment on a computer. The design data are transmitted via the internet to a central milling unit, where the abutment is manufactured to Straumann quality standards and specifications to fit precisely on the Straumann implant. Within a short period, the abutment is shipped to the laboratory for crowning.

In addition to highest precision and quality, Straumann CARES offers considerable laboratory timesavings as it obviates wax modelling, casting and grinding. Moreover, it eliminates the failure risks associated with these processes. Straumann CARES also simplifies reproducibility as existing data can be used to produce a replacement quickly. The new service is being rolled out in Germany, Switzerland and Austria, with introductions in other markets to follow.

Straumann® RN synOcta® gold abutment

Straumann's RN synOcta gold abutment is designed for achieving esthetically superior restorations especially in the anterior region of the mouth. Straumann has used a one-piece design for this abutment in order to reduce the number of components and to submerge the fixing screw further and thus to provide greater flexibility for the final restoration. Importantly, the dental technician can cast directly onto the RN synOcta gold abutment, making it ideal for customized solutions. The product is available on a global basis with immediate effect.

Straumann is also launching two new instrument products that will make an important contribution to handling convenience.

Straumann® Bone Block Fixation set

Of every five patients requiring implant dentistry one has insufficient bone to support an implant-based restoration. One solution to this is to transplant a small block of bone to the implant site. The Straumann Bone Block Fixation set contains the precision instruments and hardware needed for attaching the bone graft to the implant site, including drills, a variety of screws, screwdrivers and a convenient cassette for sterilizing and storing the instruments.

Straumann® single patient drills

For added convenience in safeguarding against potential disease transfection during dental treatment, Straumann is introducing a range of 'single patient' drills. In addition to safety advantages, these drills offer significant timesaving benefits for the dental team. Each drill comes ready sterilized with a specially designed integral handling piece that makes it possible for an 'unsterile' assistant to transfer the drill to sterile areas without contamination.

The single patient drills are also available in sets and have the same dimensions, cutting geometry and depth markings as the corresponding Straumann drills for repeated use, and are also color-coded to simplify the surgical sequence. Straumann single patient drills are being launched globally and available with immediate effect.

About the Straumann® Dental Implant System

Renowned for its outstanding quality and precision, the Straumann Dental Implant System is one of the most successful and widely used implant systems in the world. It is also one of the longest and most extensively documented systems and is backed by more than 3000 publications. Its lasting success is the result of outstanding reliability and safety. Designed for maximum flexibility with a minimum number of components, the Straumann system offers excellent solutions for all indications using just three implant types: the Standard implant, optimized for non-submerged placement, the Standard Plus for semi- or fully submerged placement, and the Tapered Effect implant, designed for placement immediately after tooth extraction. All Straumann implants are finished with the SLA® surface, which continues to be the state-of-the-art technology and which offers the option of immediate loading (with good primary stability, appropriate occlusal loading according to indication). Straumann dental implants are complemented by a comprehensive portfolio of implant prosthetic components, offering optimal solutions for tooth restorations with sustainable high-end esthetic results.

About Straumann

Headquartered in Basel, Switzerland, Straumann (SWX: STMN) is a global leader in implant dentistry and dental tissue regeneration. In collaboration with the International Team for Implantology (ITI), leading clinics, research institutes and universities, the Group researches, develops, produces and distributes implants, instruments and tissue regeneration products for use in tooth replacement solutions or to prevent tooth loss. Straumann also provides training and services to the dental profession worldwide. The Group's implants and instruments are manufactured in Switzerland, whilst its dental tissue regeneration products are produced in Sweden. Straumann's products and services are available in more than 60 countries worldwide through the Group's 15 distribution subsidiaries and a broad network of distribution partners. Straumann employs 1104 people worldwide, and generated sales of CHF 420 million and a net income of CHF 101 million in 2004.

Disclaimer

This press release contains certain "forward-looking statements", which reflect the current views of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements 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, and the Group's ability to realize its collaboration projects in a timely manner. 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 release. 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.

Trade Media conference

Straumann will be presenting an overview of the company and details of its new products to representatives of the media at a Press Briefing at 16.30 CET in the Congress Centrum East, room 5, at the International Dental Show in Cologne. A virtual media kit will be available at www.straumann.com.

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