

Media release

Straumann acquires Danish distributor DenTech

- *Group advances strategy to increase direct access to customers*
- *DenTech's management, staff, and networks are retained ensuring seamless continuity of the business and service to customers*

Basel, 12 December: Straumann, a global leader in implant dentistry and oral tissue regeneration, announced today that it had signed an agreement with the shareholders of DenTech, the exclusive distributor for Straumann products and services in Denmark, to purchase the Danish company for an undisclosed sum. As a result, the Swiss-based Group will have its own fully-fledged local subsidiary to serve the Danish dental market directly. DenTech is a privately-held company that enjoys a leading position in Denmark as a distributor of products and services for implant dentistry and oral tissue regeneration. With Straumann as its exclusive partner in implant dentistry since 1997, DenTech has successfully established the Straumann Dental Implant System as the system of choice among Danish implantologists and dental professionals. Based near Copenhagen, DenTech currently employs a small staff of eight people countrywide, and is Straumann's fourth largest distributor.

The present deal is a further step in Straumann's strategy to strengthen its influence over its distribution channels and to build direct relationships with its customers. Within the past 12 months, the company has undertaken similar initiatives in Italy, Australia and Mexico.

Once the deal becomes effective, at the beginning of 2006, Straumann will fully integrate DenTech, taking over all its assets, its management, workforce and customer network. This will ensure seamless continuity of the business and customer service.

Gilbert Achermann, CEO of Straumann, commented: "DenTech is an excellently run company that has continually generated good sales growth. We are delighted that the entire team will continue with us to serve customers and their patients in Denmark".

In terms of estimated market size, Denmark ranks alongside other European countries such as Portugal. The current penetration level is just half that of countries where implant dentistry is most common, underlining the attractive opportunity for future growth. The inclusion of Denmark and Mexico brings the number of Straumann's subsidiaries to 18 worldwide.

About Straumann

Straumann is a global leader in implant dentistry and dental tissue regeneration. Since its foundation in 1954, the Swiss-based company has been driven by passion for scientific discovery and belongs to the pioneers of modern dental implantology.

Straumann researches, develops, produces and distributes dental implants, instruments and tissue regeneration products. It works closely with the International Team for Implantology (ITI), an independent international network of eminent clinicians and researchers, as well as leading clinics, research institutes and universities.

With its roots in Swiss precision and clinical excellence, the Straumann® Dental Implant System is renowned for its exceptional quality and is one of the most extensively scientifically documented implant systems in the world. Over the past ten years, several million Straumann implants have been placed, providing patients with dental replacement solutions that are widely regarded as the closest thing to natural teeth.

Straumann also develops and manufactures products that help to heal periodontally compromised teeth or to support implant procedures. These include innovative products such as Emdogain®, a convenient protein-based gel which regenerates the periodontal tissue that supports the teeth. Its indications include the treatment of tissue recession due to periodontitis.

In 2004, the Straumann Group generated sales of CHF 420 million of which approximately 6% are re-invested in research and development, making Straumann one of the leading contributors to research and development in the field. With its global business expanding at a compound average rate of 20% over the past 4 years, Straumann has created a number of new employment opportunities, increasing its staff to approximately 1200 employees worldwide.

From its headquarters in Basel, Switzerland, Straumann's products and services are available in more than 60 countries through the company's subsidiaries and broad network of distributors.

Disclaimer

This release contains certain "forward-looking statements", which include statements regarding the projected business of Straumann in Denmark and other countries, future investment, and growth in the market for the Company's products. Such forward-looking statements reflect the current views of members of Management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of the Group to differ materially from those expressed or implied. Should one or more of these risks or uncertainties materialize either partially or fully, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this release. Therefore these forward-looking statements are not guarantees of future performance and Straumann makes no representation (neither implied nor expressly) that these statements are accurate or complete. 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 this release as a result of new information, future events or otherwise. The release is not to be construed as a solicitation, recommendation or an offer to buy or sell any securities or other related financial instruments.

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