

Media release

Straumann opens Australian subsidiary

- *First Straumann subsidiary in Asia/Pacific region*
- *New subsidiary brings Swiss-based company closer to customers in third largest Asia/Pacific market*

Melbourne/Basel, 29/28 July 2005: At an official ceremony attended by local dignitaries, key opinion leaders and academics, Straumann, a global leader in implant dentistry and oral tissue regeneration, today inaugurated its own fully-fledged subsidiary in Melbourne, Australia – the company’s first subsidiary in the Asia/Pacific region. Straumann Australia Pty Ltd will supply Straumann products and services to the Australian continent, in addition to providing a comprehensive education and training program for dental professionals in the fields of implantology and tissue regeneration.

Straumann products have been available in Australia since 1996 and were previously distributed exclusively through Ivoclar Vivadent Pty Ltd. Having achieved critical mass in Australia, Straumann has now taken over regional distribution of its products. The new company brings the number of Straumann’s subsidiaries to 16 worldwide.

Gilbert Achermann, CEO of Straumann, commented: “The success of the Straumann brand has lifted us to a leading position in the Australian market and we now have sufficient size to succeed as a stand-alone operation there. Having our own local subsidiary will bring us closer to customers and will enable us to provide an even higher level of service. It will also enable us to channel resources into developing new business opportunities in this attractive, fast-growing market”.

Despite the clear benefits of implant-based tooth restorations, it is estimated that dental implants have been placed in approximately only 10 of every 10 000 Australians, putting the penetration rate well below that of most European and North American countries. The main reason for this is the fact that the majority of Australia’s 9000 dentists are not trained in implant procedures, and only one in every four practices in this field. Straumann has developed programs to increase acceptance and training in collaboration with its exclusive scientific partner, the International Team of Implantology (ITI), an independent international network of eminent clinicians and researchers. These efforts are a major contribution to training and education in Australia in the fields of implant dentistry and tissue regeneration.

Straumann Australia Pty Ltd will be headed by Angela Young, who joined Straumann from the former local distributor together with key members of the previous sales/distribution team. Their transfer will ensure the seamless continuity of Straumann’s customer relationships, service and regional business.

“The Australian market offers Straumann a tremendous opportunity. We already have an established team of talented and dedicated professionals in place and an excellent product range. This and our comprehensive training and education program facilitated by the ITI give us a unique platform for helping dental professionals provide the best standard of care to patients who need tooth replacement or tissue regeneration treatment”, said Angela Young, Head of Straumann Australia Pty Ltd.

About Straumann

With an overall market share of approximately 26%, 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 can be identified by the use of terminology such as: "will", "providing", "succeed", "opportunities", "fast growing", "heal", "to provide", "opportunity", or similar wording. Such forward-looking statements include statements regarding projected growth of Straumann in Australia, future investment, and growth in the market for the Company's products. Such forward-looking statements reflect the current views of members of the Board/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. 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.

Pictures

Photographs of Straumann's sites and activities are available via www.straumann.com.

Contact

Mark Hill

Straumann Corporate Communication

+41 (0)61 965 13 21 (office)

+41 (0)79 320 2477 (mobile)

Mark.Hill@straumann.com

Angela Young

General Manager

Straumann Australia Pty Ltd

+61 (0) 3 9646 7060 (office)

+61 (0) 417 344 308 (mobile)

Angela.Young@straumann.com

Straumann Holding AG, Peter Merian-Weg 12, 4002 Basel, Switzerland.

Phone: +41 (0)61 965 11 11 / Fax: +41 (0)61 965 11 01

E-Mail: corporate.communication@straumann.com

Homepage: www.straumann.com

Straumann Australia Pty Ltd, 7 Gateway Court, Port Melbourne, 3207 Victoria, Australia

Phone: +61 (0) 3 9646 7060 / Toll free: 1800 660 330

Fax: +61 (0) 3 9646 7232

E-mail: info.au@straumann.com

Homepage: www.straumann.com.au