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Straumann and Sirona sign exclusive worldwide collaboration agreement to produce individualized dental implant prosthetics

Straumann, a global leader in implant dentistry and dental tissue regeneration, and Sirona Dental Systems, one of the leading international manufacturers of dental equipment, have signed a collaboration agreement with the intention of producing individualized implant prosthetics exclusively for the Straumann® Dental Implant System using Sirona's CEREC inLab computer technology. This will expand the range of services offered by each company.

The collaboration will enable dental technicians to use the Sirona CEREC inLab scanner system to model and order - via the internet - individualized implant prosthetics made by Straumann to the specifications, quality and precision of the Straumann Dental Implant System. Under the collaboration agreement, Straumann will manufacture the implant prosthetics but not conventional crown or bridge restoration prosthetics.

Each company will finance the development, training and marketing costs in its own respective field. The first individualized implant prosthetics are expected to reach the market through a controlled launch in the second half of 2005.

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.

Sirona is the world's leading producer of CAD/CAM systems for dental laboratories. The company is also a major contributor to development in the field of computer-aided design and manufacturing technology for dental applications. Sirona's innovative CEREC technology can be used to fabricate individualized crown copings and multi-unit bridges from a wide range of materials. This can be done in the laboratory or ordered from Sirona through the "infiniDent" web portal, making it possible to work with high-tech ceramics such as zirconium oxide. The CEREC inLab system can also be used to produce crowns, inlays, onlays and veneers in the dental laboratory.

The system's 3D presentation software simplifies design and examination work for the dental technician and provides optimum accuracy and quality. In addition to being a highly effective

CAD/CAM aid for constructing inlays, onlays, veneers and crown caps, CEREC inLab can also be used for conventional wax-up computer-aided modeling. Having scanned the wax model, it automatically optimizes parameters such as minimum thickness and cross-sectional area of connectors. This is clearly the automated system of choice among dental laboratories around the world.

About Sirona

Sirona is one of the world's leading manufacturers of dental equipment. The company produces treatment centers, imaging systems, handpieces and hygiene systems as well as systems for computer-aided ceramic restoration (dental CAD/CAM systems). The headquarters are located in Bensheim, Germany, with 14 locations worldwide. The company has been pioneering innovative products for more than 125 years and currently has 1600 employees. In the financial year 2002/03, Sirona recorded sales of 284 million euros and an EBITDA of 61 million euros.

About Straumann

Headquartered in Waldenburg, 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. Straumann's implants and instruments are manufactured in Switzerland, whilst its dental tissue regeneration products are produced in Sweden. With affiliates in 14 countries and distributors in 35, Straumann employs more than 1000 people worldwide. In 2003, the Group generated sales of CHF 344 million and a net income of CHF 80 million.

Disclaimer

This press release contains certain "forward-looking statements", which can be identified by the use of terminology such as "collaboration agreement", "intention", "to produce", "will", "expected", "providing", or similar wording. Such forward-looking statements 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.

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