



Media release

Straumann wins P&G Executive as Head of Global Sales

Basel 29 June 2007: Straumann, a global leader in implant, restorative and regenerative dentistry, today announced the appointment of Franz Maier as Head of Global Sales, a newly created senior management position in the Straumann Group. Mr Maier is the fourth member of the Group's Executive Management Board, which includes the CEO, CFO and Head of Products.

Aged 41, Franz Maier is an accomplished and experienced general manager with a strong track record in international sales and marketing in a business-to-business sales environment. These qualities make him ideally suited to invigorate and spearhead Straumann's sales efforts in a rapidly growing and competitive global market that is becoming increasingly consumer oriented.

Mr Maier joins Straumann from Procter & Gamble, where he was responsible for Global Export Operations Professional Care at the company's international headquarters in Geneva. He joined P&G when the company acquired the Wella Group, where he had been working for fourteen years. During that time, he held managerial positions of increasing responsibility in Product Management, Strategic Management and Sales. He spent two years as Marketing Director of Wella France and was Managing Director of Wella Italy for three years prior to his promotion to Corporate Senior Vice President and Regional Manager of South and West Europe. Mr Maier is German and holds a degree in Business Administration from Passau University in Germany.

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About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SWX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. 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 employs approximately 1700 people worldwide and its products and services are available in more than 60 countries through its broad network of distribution subsidiaries and partners.