

Media release

Straumann gains exclusive distribution rights for Cadent iTero intra-oral scanning technology in Europe

Basel, 15 December 2009: Straumann, a global leader in regenerative, restorative and replacement dentistry, and Cadent Inc., a leading provider of 3-D digital solutions for the orthodontic and dental industries, today announced that they have established an agreement that makes Straumann the exclusive European distributor of Cadent's iTero digital impression systems with immediate effect. The agreement provides Cadent with access to the highly attractive European dental market through the Straumann sales network and brand. It also enables Straumann to offer European customers leading intra-oral scanning technology as part of an integrated range of tooth replacement and restoration solutions. The financial terms of the agreement were not disclosed.

The deal follows a data-sharing agreement between the two companies, which was announced in August¹ and connects the iTero system into the Straumann CAD/CAM workflow.

Partners of choice

"We are privileged to be Cadent's exclusive distributor in Europe", explained Gilbert Achermann, President and CEO of the Straumann Group. "The iTero technology complements our in-lab scanning solutions, offering customers the option of fast, precise and convenient in-chair scanning connected directly to our integrated digital workflow. Dentists, labs and patients all stand to benefit from the time and cost savings in addition to the added convenience and comfort".

Tim Mack, CEO of Cadent Inc. added: "Straumann is a powerful brand in dentistry that will leverage and drive our penetration of the highly attractive European market. The breadth and quality of Straumann's dental solutions together with their strength in sales and service make them the partner of choice – not just for us but also for dentists and labs".

Intra-oral scanning – shaping the future of dentistry

Intra-oral scanning is an established but still emerging technology that promises to have substantial impact on the future of dentistry. Its main advantage is that it enables the dentist to create a 3-dimensional image of the patient's teeth using a miniature digital scanner/camera inside the mouth. This avoids the slower – and potentially less reliable – conventional process of impression-taking in the dental practice, followed by model casting in the laboratory. In addition to high precision, there are considerable time and cost savings for both the lab and the dental practice.

About iTero

Cadent's iTero system uses a ground-breaking powder-free scanner that produces a precise 3-dimensional digital impression, or 'model', of the prepared tooth or implant abutment. The model includes the opposing dentition and the bite in occlusion, which will enable the technician to ensure that the new prosthetic tooth or teeth fit precisely with the opposite teeth during biting/chewing. The model is magnified and displayed on a chairside computer screen while the patient is still in the chair. This enhanced visualization, plus real-time analytical tools, allows the dentist to make any necessary adjustments simply and quickly before completing the scanning process. The data are then sent electronically to a dental laboratory equipped with the respective design software. After processing, the data are forwarded to a Straumann manufacturing

facility, where the prosthetic is milled and then sent to the laboratory, together with a model of the patient's teeth, for finishing. The highly esthetic, precise-fitting restoration is then delivered to the dentist. The system offers laboratories the option of purchasing the prosthetic or the model separately.

With more than 1200 iTero users worldwide and over 180 000 restorative cases completed, Cadent has proved that its digital impression technology is efficient, reliable and cost-effective. In combination with Straumann's broad digitally integrated surgical, prosthetic, and regenerative product lines, the iTero Technology will provide restorative dentists a full range of restorative choices, flexibility to choose labs and fabrication processes, and control in providing the highest standard of care for their patients. Likewise Straumann's laboratory customers who can handle iTero data will benefit from the improved communications and streamlined workflow between dentist and dental technician.

About Cadent

Headquartered in Carlstadt, New Jersey USA, with R&D and operations in Israel, Cadent is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each day for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a syndicate of leading venture capital investors including Apax Partners, Fortissimo Capital, Panorama Capital (J.P. Morgan Partners), STAR Ventures and SV Life Sciences. Further information is available at www.cadentinc.com.

About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SIX: 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 currently employs approximately 2200 people worldwide; its products and services are available in more than 70 countries through its broad network of distribution subsidiaries and partners.

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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 expansion projects in a timely manner, and the Group's ability to hire and retain key talented individuals. 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 report. 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.

¹ See Straumann media release dated 11 August 2009