



FOR IMMEDIATE RELEASE

**PATTERSON DENTAL LAUNCHES RevenueWell
AT CHICAGO MIDWINTER MEETING**

Patterson Dental is pleased to announce the addition of RevenueWell to its offering of online tools for helping dental professionals grow their practice. This innovative practice marketing and patient communications software suite will be showcased at the Chicago Dental Society's Midwinter Meeting, February 23-25, 2012.

"RevenueWell is another clear example of technology solutions that continue to set the standard for the dental team's practice management needs," said Patterson Dental Vice President of Marketing, Merchandise Tim Rogan. "Dental professionals will have the additional tools to communicate more efficiently, build their patient base and, in the process, grow stronger, more productive businesses that are backed by Patterson's proven technology support."

RevenueWell is an online system that uses information from the dental office's existing practice management software, such as Eaglesoft (and others), to automatically communicate with patients and provide them with online access to their accounts, as well as effectively target different segments of the patient base through highly effective marketing campaigns. RevenueWell has the unique ability to automate more than 20 of the most common patient communications by analyzing each patient's appointment, procedure and account data and sending timely emails, postcards, letters, SMS text messages and automated voice calls based on customized practice settings. Aimed at engaging patients and reducing overhead costs, these communications include appointment confirmations, birthday cards, welcome packets, treatment plan follow-ups, post-op instructions and more.

Through RevenueWell's automated, yet comprehensive approach to maximizing online technologies, dental offices also benefit from the ability to collect online patient reviews, request patient referrals and establish and maintain their practice profile across more than 100 online destinations.

When purchasing RevenueWell from Patterson, practices receive professional installation, personalized training and product support through the state-of-the-art Patterson Technology Center. Look for RevenueWell featured on Patterson's Explore Store (www.pattersondental.com/appstore), a central location for dental professionals to easily access a variety of innovative practice-enhancing resources.

About Patterson Dental

Patterson Dental, a leading distributor of dental products, equipment and technology in the U.S. and Canada, serves as the largest business in the progressive, global Patterson Companies (Nasdaq: [PDCO](http://www.pdc.com)) family of businesses. Patterson is committed to creating value for customers through products, services and lasting relationships. Dental professionals who partner with Patterson enjoy the convenience and peace of mind that come with relying on one trusted source for everything they need.

CONTACT: Tammy Love, Corporate Communications/PR Specialist
COMPANY: Patterson Companies, Inc.
TEL: 651.686.1921
EMAIL: tammy.love@pattersoncompanies.com
WEB: www.pattersoncompanies.com

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