



FOR IMMEDIATE RELEASE

**PATTERSON DENTAL TEAMS WITH DTA TO SUSTAIN
AND IMPROVE ORAL HEALTH**

Patterson Dental and several other dental distributors and representatives of dental publications have pledged support to help launch the Dental Trade Alliance (DTA) awareness campaign called "Oral Healthcare Can't Wait" to warn consumers about the risks of postponing regular dental checkups and recommended treatment.

The campaign comes at a time when economic conditions are a factor in the decision of many people to decline or delay dental treatment.

"At Patterson, we are committed to supporting our customers in the mutual goal of taking care of patients, as well as opportunities to work together and share responsibilities as an industry for doing what is best for patients," said Patterson Dental President Scott Anderson.

"Oral Healthcare Can't Wait promises to be a very ambitious campaign, with the ultimate goal to sustain and improve oral health in America," explained DTA Chief Executive Officer Gary Price. "I'm very grateful for the level of commitment pledged to this campaign...when we work together, we can make a difference."

Marketing components of the campaign include a dedicated Web site (www.oralhealthcarecantwait.com), dental trade and consumer print and online advertising, patient education brochures/posters, practice marketing kits and more.

About Patterson

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://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.

About the Dental Trade Alliance

The Dental Trade Alliance is a nonprofit trade association representing leading dental manufacturers, distributors and laboratories in the United States, Canada and Mexico.

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