

FOR IMMEDIATE RELEASE

**PATTERSON DENTAL SIGNS TWO-YEAR EXTENSION
AS AADOM DIAMOND SPONSOR**

October 4, 2013 (St. Paul, MN) – Patterson Dental has renewed its Diamond Level Corporate Sponsorship of the American Association of Dental Office Managers (AADOM). This agreement ensures that efforts to build initiatives and expand resources available to dental office managers and dental business professionals will continue through 2016.

“Our relationship with the AADOM is so much more than a sponsorship,” stated Tim Rogan, Patterson Dental vice president of marketing, merchandise. “We’ve built a strong partnership that has resulted in enhanced resources and additional education for one of the key positions in the dental office – the office manager.”

Benefits to dental staffs include a complimentary first-year AADOM membership for Patterson Advantage® customers. Patterson also provided eight scholarships to office managers to attend the 9th annual national AADOM conference last month in Orlando, giving more customers the opportunity to experience this unique industry event and stay abreast of current developments in dental practice management.

“Patterson’s efforts have direct results,” AADOM President Heather Colicchio said. “I can tell you firsthand that through these scholarships, Patterson Dental is changing the lives of several dental office managers by empowering them through education to be the best they can be personally and professionally. Patterson understands the crucial role the business team has in every successful practice and we are honored to have their continued leadership role as our Diamond Sponsor.”

Rogan said Patterson looks forward to working with the AADOM to develop more opportunities for dental teams in the future. “We are committed to helping offices enhance the patient experience while improving the practice lifestyle, and our strategic partnership with the AADOM is definitely helping us make that happen.”

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](#)) 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 AADOM

The American Association of Dental Office Managers (AADOM) is an organization of professional office managers, practice administrators, patient coordinators, insurance and financial coordinators and treatment coordinators of general and specialized dental practices. AADOM is committed to creating and maintaining a network of dental office managers throughout the country with the goal of sharing resources and information to achieve the highest level of professional development.

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