



Heartland Dental Selects Patterson Dental as Distribution Partner

Patterson's expertise in logistics, technical service and ecommerce to be centerpieces of new strategic relationship

ST. PAUL, Minn. and EFFINGHAM, Ill. — October 11, 2016 — Patterson Companies, Inc. (Nasdaq: PDCO) today announced that Heartland Dental, the largest dental support organization (DSO) in the U.S., has selected Patterson Dental as its distribution partner effective January 1, 2017. Heartland Dental supports more than 1,100 dentists nationwide.

"Patterson Dental has focused on growth by building a leadership position around the combination of superior sales, service, support and technology applications that we believe will be increasingly compelling to the full dental market," said Scott Anderson, chairman, president and chief executive officer of Patterson Companies. "We are excited to partner with a leader such as Heartland Dental that shares our values and the desire to bring best-in-class products and solutions to the dentists and teams they support."

"We are extremely excited about this strategic relationship with Patterson and the added value it will bring to the dentists and team members we support," said Patrick Bauer, president and chief executive officer of Heartland Dental. "After a thorough process, we selected Patterson Dental because of their history of market-leading service, which dovetails with our experience in the evolving DSO space. Our partnership will benefit from Patterson's expertise in logistics, technical service, ecommerce and technology, which enables our commitment to mutual growth."

"Innovation is at the center of who we are as an organization and what sets us apart in the DSO space," said Rick Workman, DMD executive chairman and founder of Heartland Dental. "This strategic relationship with Patterson will continue to accelerate that legacy. In addition to this being a critical element in enabling the dentists we support to bring excellent care to their patients, it's also an incredible opportunity for the community of Effingham, Illinois and our respective teams based here."

About Heartland Dental

Heartland Dental, LLC is the largest dental support organization in the United States with more than 750 supported dental offices located in 33 states. Based in Effingham, Illinois and founded by Rick Workman, DMD, Heartland Dental offers supported dentists and team members continuing professional education and leadership training, along with a variety of non-clinical administrative services including staffing, human relations, procurement, administration,

financial, marketing, and information technology. For more information, visit www.Heartland.com. Follow Heartland Dental on Facebook, Twitter and LinkedIn. Visit Dr. Workman's Blog, "Dentistry Leaders" at www.dentistryleaders.com.

About Patterson Companies, Inc.

Patterson Companies, Inc. is a value-added distributor serving the dental and animal health markets.

Dental Market

Patterson's Dental segment provides a virtually complete range of consumable dental products, equipment and software, turnkey digital solutions and value-added services to dentists and dental laboratories throughout North America.

Animal Health Market

Patterson's Animal Health segment is a leading distributor of products, services and technologies to both the production and companion animal health markets in North America and the U.K.

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Sources: Patterson Companies, Inc. and Heartland Dental, LLC

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