



FOR IMMEDIATE RELEASE

UNDER ARMOUR PERFORMANCE MOUTHWEAR™, DISTRIBUTED EXCLUSIVELY BY PATTERSON DENTAL, GAINS NATIONAL PROMINENCE

Since its recent introduction by exclusive distributor Patterson Dental, Under Armour Performance Mouthwear™ has quickly gained national acclaim from dental professionals and exercise physiologists to world-class athletes.

“Patterson only launched this product in August, yet the technology is attracting widespread attention and becoming mainstream,” said Dave Misiak, Patterson Dental Vice President, Marketing, Merchandise. “This rapid growth speaks volumes about the innovative nature of this technology and the research that supports it.” Powered by ArmourBite™ Technology, UA Performance Mouthwear can improve strength, endurance and reaction time, reduce athletic stress, and with the mouthguard, reduce impact from blows to the jaw.

Most recently, the New York Times ran a story (December 17) touting the technology and the science behind it as one of the newest tools in the performance-enhancing arena http://www.nytimes.com/2009/12/17/health/nutrition/17fitness.html?_r=1&ref=style.

Additionally, the UA Performance Mouthwear led a list of “10 most viewed products of 2009” published in *Dental Products Report* (DPR December 2009, http://www.dentalproductsreport.com/articles/show/dpr1209_we_mostviewed). According to DPR, selections were based on the greatest number of reader/user views in its product database.

ArmourBite, the patented technology in UA Performance Mouthwear, was created by Under Armour’s partner Bite Tech, Inc., a Minneapolis-based company that has spent over 15 years conducting research and science on developing mouthwear products that improve athletic performance.

To become an authorized provider of UA Performance Mouthwear, dentists can purchase a Launch Kit from Patterson Dental. The kit includes product samples, educational materials for dental teams and consumers, prescription forms and fitting instructions.

Interested dentists should contact their Patterson Dental sales representatives or visit www.pattersondental.com for more information. See this exciting product in action in a brief video presentation on www.pattersondental.com. If you have additional questions, please contact Patterson’s marketing support team at uamouthwear@pattersondental.com.

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About Patterson Companies, Inc.

Patterson Companies (NASDAQ: [PDCO](#)) is a global provider of complete, progressive solutions to specialty healthcare markets.

Dental Market

As Patterson's largest business, Patterson Dental 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.

Veterinary Market

Webster Veterinary is the nation's second largest distributor of consumable veterinary supplies, equipment and software, diagnostic products, vaccines and pharmaceuticals to companion-pet veterinary clinics.

Rehabilitation Market

Patterson Medical is the world's leading distributor of rehabilitation supplies and assistive patient products to the physical and occupational therapy markets. This customer base includes hospitals, long-term care facilities, clinics and dealers.

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