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PATTERSON DENTAL RAISES OVER \$500,000 FOR BREAST CANCER AWARENESS THROUGH GRINS FOR A GOOD CAUSE

Since Patterson Dental's *Grins for a Good Cause* initiative took root two years ago, more than \$500,000 has been raised to increase awareness of breast cancer and help support underserved women and their families who are battling the disease. This milestone achievement was announced May 31 at Patterson's annual Leadership Summit in Minneapolis.

Grins for a Good Cause leverages Patterson's large network of branch offices across the country to partner with breast cancer organizations and host events focused in their communities. "We're so impressed with and appreciative of the efforts of our branches to raise over a half-million dollars since the inception of Grins two years ago," said Tim Rogan, Patterson Dental vice president of marketing, merchandise. "We're confident that with this continued commitment of our employees, we'll reach the \$1 million mark in the very near future – all going toward the fight against breast cancer."

For Patterson's 2012 fiscal year, which ended in April, the Connecticut Branch led all branches in giving. Donations from these efforts went to Rays of Hope and Making Strides Against Breast Cancer – walk/run events toward a cure for breast cancer. "It was a great year for giving back for our branch and our community," Connecticut Branch Manager Mike Baker said. "I am proud of my team for their effort and dedication to this worthy cause and honored to know that we have made a difference for people facing the challenges that come with breast cancer." Events that helped create awareness of *Grins for a Good Cause* included a Customer Appreciation Day. The branch also used the Grins logo on correspondence pieces.

Patterson Dental also donates a percentage of proceeds from dental products purchased from the *Grins for a Good Cause* flyer, which will be available to dental offices again this fall. Patterson made a corporate donation totaling nearly \$12,000 to the breast cancer organizations supported by the Connecticut Branch and its five branches (Chicago, Houston, Raleigh, Charleston and Greenville) with the most sales from the Grins flyer.

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.

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