



FOR IMMEDIATE RELEASE

PATTERSON DENTAL TEAMS UP WITH ORAL HEALTH AMERICA FOR FALL FOR SMILES® CAMPAIGN

Patterson Dental is playing a pivotal role in Fall for Smiles®, an effort recently launched by Oral Health America (OHA) in collaboration with Oral Healthcare Can't Wait® to promote messages throughout the Fall about the importance of self care, good nutrition, regular dental visits and tobacco avoidance in maintaining oral health.

As a dental industry leader, Patterson Dental is continually working to improve healthcare access and education. "Patterson Dental is proud to partner with Oral Health America to help all ages understand the importance of regular dental checkups and proper home care through wide-reaching awareness initiatives like Fall for Smiles," said Patterson Dental Vice President, Finance and Operations Ann Gugino, who serves on the OHA Board of Directors. "Fall for Smiles also emphasizes how taking care of your teeth is essential for not only dental health, but also overall health – a message that benefits everyone."

Fall for Smiles includes outreach to dental care providers through a participation booklet and kit created by Patterson Dental. Patterson will distribute 22,500 booklets to dental offices around the country that encourage offices to participate in the campaign in a variety of ways. The booklets contain poster pullouts, games, quizzes, editorials and more. The kits will be sold at low cost to dental offices through Patterson and include Fall for Smiles pins, brushing and flossing basics brochures and postcard reminder cards. The booklet can be downloaded at www.oralhealthamerica.org/participate/fall-for-smiles.

"The Fall for Smiles campaign is intended to bring the oral health community together to promote common messaging about what Americans can do to keep their mouths healthy," said Oral Health America President and CEO Beth Truett. "We are excited about the partnership with Patterson and thankful for their tremendous support of our initiatives."

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 Oral Health America

Oral Health America's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit www.oralhealthamerica.org.

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