

FOR IMMEDIATE RELEASE

NORTH AMERICAN CEREC SALES ECLIPSE \$1 BILLION MARK

Patterson Dental and Sirona announced that North American CEREC sales have surpassed the \$1 billion mark.

According to Scott Anderson, president of Patterson Dental – the exclusive North American distributor of CEREC technology from Sirona – this achievement is a team effort. “To reach this point required many people performing at a high level in terms of taking care of the customer,” he said, “and from tremendous efforts to change the landscape of CAD/CAM.”

Sirona Executive Vice President and COO of U.S. Operations Jeff Slovin said factors for success include continuous innovation; easier-to-use enhancements; world-class education; training and support; and strong partner relationships to the active community of thousands of CEREC users. He added, “Patterson has been a true partner since the beginning, making the kind of commitment and investment in time and people required to make sure the product is properly represented, sold and trained.”

CEREC (Chairside Economical Restorations of Esthetic Ceramics) enables the dentist to create and seat high-quality, tooth-colored restorations in one appointment. The market's steadily growing acceptance of CEREC technology is measured in numbers: \$1 billion in sales, more than 10,000 CEREC users in North America and over 20 million restorations performed since the product was introduced almost 25 years ago.

The recent introduction of the CEREC AC, powered by Bluecam, allows users to do both digital impressioning and send these images to a laboratory for fabrication as well as chairside milling and in-office fabrication – the only machine on the market today that provides the capability to do both.

“CEREC has proven to be an incredible treatment modality and practice builder for many of our doctors,” Slovin said. “With recent advancements, we believe that adoption of the CEREC method is likely to further accelerate. While \$1 billion in sales is a tremendous milestone, we believe the best is yet to come.”

A celebration of this exciting future and accomplished past will take place in 2010 – the 25th year since CEREC restorations were first produced. This Silver Anniversary recognition culminates with a special Silver Anniversary event that will bring thousands of CEREC owners together late next summer at Caesars Palace in Las Vegas.

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.

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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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