



Press Release

FOR IMMEDIATE RELEASE

The Winner of the 2009 Win-A-Free i-CAT® Sweepstakes is Announced

From thousands of entries, a Philadelphia-based orthodontist is the lucky winner of an i-CAT 3-D Cone Beam system.

Hatfield, PA (May 12, 2010) Imaging Sciences International and Henry Schein Dental are pleased to congratulate Dr. Steven Appel for winning the 2009 Win-A-Free i-CAT Sweepstakes. Dr. Appel accepted his i-CAT and his congratulatory trophy from Chuck Ravetto, VP of Marketing for i-CAT, and Don Hobbs, VP of Equipment and Technology for Henry Schein Dental—the exclusive distributor for i-CAT, at the Annual American Association of Orthodontists (AAO) meeting in Washington, DC on May 1. The i-CAT and Henry Schein Dental teams then honored Dr. Appel in a reception at the Grand Hyatt Hotel. Invited guests and the dental media joined in welcoming him to the i-CAT family.

Dr. Appel has researched this technology while planning improvements to his office. *“Orthodontists know that this technology is the future in terms of treatment planning, record keeping and diagnosis,”* he states. After exploring 3-D imaging, he knew this technology should be a part of his office’s growth plan. *“As I was thinking of ways to design my ‘22nd-Century’ office I certainly wanted this included in the plan.”* He adds, *“I have always considered myself an early adopter of new technology. While I was investigating Cone Beam radiography, I found that it benefits a number of other specialties besides orthodontics—such as periodontics, oral surgery, implantology, and prosthodontics.”*

As an established orthodontist, Dr. Appel strives to discover and implement new methods of treating patients. *“I am 58 years old, but I like to think that I am the old dog that can learn new tricks. This was certainly one of the tricks on my list to learn.”* He already realizes that the potential for new procedure options and more successful treatment outcomes. *“It was great to win the i-CAT, but the real winners are my patients because they are the ones who are going to benefit from this really amazing technology.”*

New i-CAT owner, Dr. Appel, now has the opportunity to utilize 3-D technology—an imaging tool that is redefining dental outcomes across a broad spectrum of treatment options, including orthodontics. 3-D facilitates efficiency, accuracy, and detail in diagnosis and treatment, encouraging new applications for expanding treatment horizons. *“We are thrilled for Dr. Appel, and know that the i-CAT will become an integral part of his orthodontic treatment plans from start to finish,”* says Chuck Ravetto. *“As he integrates this innovative technology into his practice, we look forward to hearing about his professional successes.”*

“I had the pleasure of meeting Dr. Appel while at the AAO,” states Don Hobbs. *“He was so excited to add this great technology into his practice because of the huge benefit for his patients. It was very special to see the winner of this promotion, Dr. Appel, to be so excited and appreciative.”*

About Imaging Sciences International

Serving the dental industry since 1992, Imaging Sciences is at the global forefront in the development and manufacturing of computer-controlled dental and maxillofacial radiography products, and internationally recognized by highly regarded dentists and radiologists as one of the most innovative companies in dental imaging. The company's marquee product, the i-CAT®, is a leader in Cone Beam 3-D dental imaging, creating anatomically accurate three-dimensional images at a significantly lower cost and less radiation than traditional CT scans. The system offers clinicians enhanced features for highly effective treatment planning and surgical predictability. As manifested in its dedication to education, the manufacturer is committed to meeting the needs of practicing clinicians and those dedicated to life-long learning. Enter to win an i-CAT in 2010 at www.i-cat3d.com/win.

About Henry Schein

Henry Schein Dental is the U.S. Dental business of Henry Schein, Inc., a Fortune 500® company and a member of the NASDAQ 100® Index. Recognized for its excellent customer service and highly competitive prices, the Company's four business groups – Dental, Medical, International and Technology – serve more than 600,000 customers worldwide, including dental practitioners and laboratories, physician practices and animal health clinics, as well as government and other institutions. Henry Schein operates through a centralized and automated distribution network, which provides customers in more than 200 countries with a comprehensive selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items. Henry Schein also provides exclusive, innovative technology offerings for dental, medical and veterinary professionals, including value-added practice management software and electronic health record solutions.

Headquartered in Melville, N.Y., Henry Schein employs more than 13,500 people and has operations or affiliates in 23 countries. The Company's net sales reached a record \$6.5 billion in 2009. For more information, visit the Henry Schein Web site at www.henryschein.com.

Media contact: Jackie Raulerson, jackie.raulerson@danahermail.com