

PRESS RELEASE



Excellent, Aesthetic Orthodontics

For Immediate Release

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Dallas-based Lingualcare Inc. launches first national Center of Excellence for lingual orthodontics

Lingualcare is first to deliver revolutionary customized "hidden braces" for the nation's aesthetically conscious and active individuals

DALLAS, Texas — March 8, 2004 —The first Center of Excellence for lingual orthodontics in the United States opens on March 10, 2004 in Dallas offering linguals to aesthetically conscious adults and active teens. Lingualcare's next-generation braces are made using the latest in computer design technologies. The braces are uniquely customized for each patient delivering personalized results. The application is placed on the lingual (tongue side) surface of the patient's teeth completely hidden from view.

"Customized, lingual braces have been used to treat patients in Europe for more than two years and the results are excellent. This new approach uses orthodontic innovation and technology to give every person the smile they want with less discomfort and in many cases less time. The best part for the patient is that the braces are completely hidden from view," said Lea Nesbit, Lingualcare's founder and chief executive officer.

Lingualcare's Center of Excellence is located in Dallas just east of the Dallas North Tollway on Beltline Road, it is a full-service orthodontic office with its own private patient rooms, laboratory and a staff of specially trained orthodontic professionals.

"This center is one of four locations we plan to build during the next 18 to 24 months," said Nesbit. "Our focus is to showcase the aesthetic, practical and clinical value of braces that can't be seen but do the job, and do it faster and with less discomfort," said Nesbit. "We have over 600 cases from Europe that showcase the results."

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Nesbit views the Dallas clinic's excellence center as an education center as well, for orthodontists, dentists and students. "The body of knowledge is growing in this space. We're seeking to build a repository of lingual orthodontic knowledge that can raise the standard of care across the board."

To date, six Dallas-area orthodontists have been certified to provide the Lingualcare System. They include:

Dr. J. Clifton Alexander, Dallas and Coppell, Texas
Dr. C. Moody Alexander, Dallas and Coppell, Texas
Dr. J. Moody Alexander, Arlington, Texas
Dr. R.G. "Wick" Alexander, Arlington, Texas
Dr. Hilton Goldreich, Plano, Texas
Dr. James Moore, Garland, Texas

Dr. J. Clifton Alexander and Dr. C. Moody Alexander will maintain their Dallas and Coppell practices and have committed to treat patients at the Lingualcare Center of Excellence by appointment.

"Early on, we avoided using lingual braces because they could be uncomfortable for patients and hard for doctors to work with," said Dr. Moody Alexander, a former chairman of the Baylor College of Dentistry in Dallas, private practitioner and newly certified Lingualcare provider. "With Lingualcare, doctors don't have to sacrifice quality and a good functional result so that patients can have a great smile during treatment."

The Lingualcare System™ is an advanced, aesthetic orthodontic appliance system that is 100-percent customized for each patient. The appliance is placed on the lingual or the backside of the teeth so it is completely hidden from view. The customized appliance, which is manufactured using sophisticated imaging, rapid prototyping and robotic technologies, is designed based on each patient's dental anatomy to provide optimal comfort and performance.

The prescription for each patient is manufactured into the appliance so it requires minimal adjustments by the doctor and can result in shorter treatment time. The cost of customized braces offered by orthodontists varies according to the doctor but starts at about \$7,500 per case.

About Lingualcare Inc.

Lingualcare Inc., headquartered in Dallas, promotes and provides North America's first complete, customized lingual orthodontic system for teens and adults. Founded in October 2002, Lingualcare serves orthodontists, dental professionals and consumers with excellent orthodontic products, training, services and support. The company's premier orthodontic Center of Excellence opens March 10, 2004. Web site:

<http://www.lingualcare.com>