

News Release

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For Immediate Release

DentaleZ[®] Group Acquires Trimira's[®] Identafi[®] 3000 ultra

DentaleZ's First Step in the Evolution Toward a More Clinical Product Offering

Malvern, PA (March 4, 2011) – DentaleZ[®] Group, a supplier of innovative products and services for dental health professionals worldwide, and Trimira[®], a subsidiary of Remicalm LLC, a developer of biomedical and bio-optics technologies, are proud to announce the recent purchase by DentaleZ Group of Trimira's Identafi[®] 3000 ultra, a diagnostic device used for the detection of oral pathologies, including oral cancer.

Now to be marketed under the StarDental[®] brand as Identafi[®], this product detects biochemical and morphological changes in the cells of the mouth, throat, tongue, and tonsils that may lead to oral cancer. The small, cordless, handheld device uses a three-wavelength optical illumination and visualization system that allows dental professionals to identify oral mucosal abnormalities not visible to the naked eye.

“This effective and affordable device aids in the early detection of oral cancer, which has reached epidemic levels, due in part to the lack of effective, broad-based early detection programs,” remarked Gordon Hagler, President and COO of DentaleZ Group. “In addition to our full line of dental equipment, handpieces, utility room equipment, and dental lab products, our newest offering of Identafi enables us to proudly proclaim the evolution toward a more clinical product mix from DentaleZ.”

Continuing the education started by Trimira, which is so important to the successful adoption of this product, DentaleZ will offer a number of continuing education courses, educational



seminars, and online resources geared toward educating dental professionals on the specific use of the Identafi technology and oral cancer in general.

“We are extremely pleased to provide dental professionals with a device that can help them detect abnormal pathologies, including oral cancer in its early stages, and possibly save lives.” remarked Randy Arner, Vice President of Marketing for DentalEZ Group. “Because the signs and symptoms of oral cancer are often missed by the naked eye, Identafi technology enables dental professionals on the front line of oral cancer detection do just that – identify changes in the mouth that may be a sign of something more serious.”

Identafi will be sold by DentalEZ Group’s national organization of trained sales representatives through its existing distributor network.

For more information about Identafi, please call 866-DTE-INFO, or visit www.dentalez.com.

About DentalEZ® Group

DentalEZ® Group is committed to advancing the practice of dentistry through innovative products and services. Encompassing six distinct product brands — StarDental®, DentalEZ®, CustomAir®, RAMVAC®, NevinLabs™, and Columbia Dentoform® — DentalEZ® Group manufactures everything in the operator, from handpieces to chairs to vacuum systems to dental simulation models, creating a complete line of products to elevate the health, comfort, and efficiency of the dental operator. For more information, please visit www.dentalez.com.

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