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# Press Release

Contact: Steve Dearien

FOR IMMEDIATE RELEASE

Owner: Sundance Dental Laboratory

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**DEN-MAT HOLDINGS LLC, SANTA MARIA CA. ADDS  
SUNDANCE DENTAL LABORATORY AS A LUMINEER PARTNER.**

- SCOTTSDALE ARIZONA, SEPTEMBER 29<sup>TH</sup>, 2009: Den-Mat Holdings LLC of Santa Maria California announced today that they have signed an exclusive agreement with Sundance Dental Laboratory of Scottsdale Arizona, as one of their strategic partners for their Premier LUMINEER Design Studio's. This partnership will give doctors the advantage of having a premier laboratory help with design, review, scanning and case selection. Starting October 19<sup>th</sup>, 2009 Doctors and their offices can send LUMINEER cases directly to Sundance Dental Laboratory for scan and design, before they are forwarded to the Den-Mat's Santa Maria Laboratory for fabrication.

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- This partnership was created to better serve the dental community and to assist in advancements of new dental technology. Den-Mat has been in business since 1974, creating many products for the dental community. Den-Mat's revolutionary LUMINEERS, developed in 1978, are the first porcelain laminates that are contact lens thin and strong. LUMINEERS eliminate the need for the shaving and grinding down of sensitive tooth structure that is common with traditional veneers. Anesthetic shots are also unnecessary. LUMINEERS provide exceptional results, taking worn, misshapen teeth and transforming them into a naturally beautiful and radiant smile.



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