

ORMCO TEAMS WITH SMILE FOR A LIFETIME TO OFFER FREE BRACES TO ORANGE COUNTY CHILDREN

Company Officials Joined by Local Community Leaders to Celebrate Launch of New Orange County Chapter; Six Children to Receive Free Orthodontic Treatment This Year

ORANGE, Calif. (April 19, 2011) – Ormco Corporation, a leading manufacturer of innovative orthodontic appliances, and Smile for a Lifetime, a national nonprofit that provides scholarships for [free orthodontic treatment](#) to underprivileged children, today announced the two have launched a new local chapter in Orange County to provide free braces to area children in need.

Ormco and Smile for a Lifetime representatives were joined today by a number of local community leaders to announce the availability of the new program and pro bono treatment services being offered through Ormco's Sybron Learning Center, located at 1515 S. Manchester Avenue in Anaheim, Calif. Among those attending today's event were Anaheim Chief of Police John Welter, Santa Anna Councilwoman Michele Martinez, Boys and Girls Club of Capistrano Valley Director Nicole Belair, Fullerton Fire Chief Wolfgang Knabe and Orange County School Board Association President Suzie Swartz.

"The gift of a new smile is a life-changing opportunity for kids right here in our own community," said Ormco Executive Vice President Matt O'Connell. "Orange County has a reputation as one of the wealthiest communities in the country, but many don't realize we also have a significant population of families for whom braces simply aren't within their budget. Thanks to the great work of Smile for a Lifetime, we can make a tremendous difference in the lives of children through the gift of a beautiful, self-confident smile."

Through its work with local chapters and orthodontists, Smile for a Lifetime helps to build self-confidence, inspire hope and change the lives of children by providing scholarships for orthodontic treatment in communities around the country. The organization has provided more than \$2 million in orthodontic care to hundreds of children over the past three years for individuals who cannot afford treatment and may not have other opportunities to acquire assistance. Many orthodontists donate their services, while Ormco provides the braces and other appliances needed for each patient's treatment.

Smile for a Lifetime Executive Director Aimee Spencer said that, while many orthodontists already provide pro bono care on their own, the national organization provides a framework by which providers can equitably select which patients to treat from among the many with needs.

"We see every day how the gift of a beautiful smile has transformed the lives of individuals we've helped, giving children the confidence they need to pursue their dreams," Spencer said. "Through the generous assistance of Ormco, orthodontists and local chapters all across the country, we're able to open new doors of opportunity that can literally change a life."

Children are considered for free treatment through an application/nomination process whereby an adult close to the child—a teacher, coach, relative or mentor—submits an application form, along with a letter of recommendation and a photo of the child, clearly showing his or her teeth.

Applications are reviewed by local board members and are now being accepted through the Orange County chapter. The group plans to select at least six children to begin treatment this year.

For more information, or to nominate a child in Orange County for treatment, visit

www.ocs4l.org

For more information about Ormco products, visit www.ormco.com.

About Ormco

For more than 50 years, Ormco has provided innovative products and services that help orthodontists deliver exceptional clinical results in the least amount of time and with the greatest patient comfort. The company is a subsidiary of Sybron Dental Specialties, Inc., a leading manufacturer of a broad range of value-added products for the dental profession, including the specialty markets of orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession. For more information, visit www.ormco.com.

#

Press Contact:

Maya Zarchan

SS|PR

(719) 634 8279

mzarchan@sspr.com