

Heraeus Introduces Flexitime® Bite, the First Step in the Complete Venus Smile Esthetic System

Groundbreaking product provides advanced technology for CAD systems

SOUTH BEND, IN, March 17, 2009— Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, announced today the launch of Flexitime® Bite a new bite registration material that offers powder-free scannability with CAD technology. Flexitime® Bite's whipped cream-like consistency enables both accuracy for the doctor and comfort for the patient. It sets in just 30 seconds and has an extremely high shore D hardness of 40.

In addition to its unique and advanced qualities, Flexitime® Bite carries the trusted Flexitime name and is the first step in the complete Venus Smile esthetic system. "Not only is Flexitime Bite a standard bite registration material, it is also scannable without the use of powder," explained Julie Uribe, Product Manager. "These two qualities combined make it more efficient and more economical."

The Flexitime brand is backed by Heraeus' pledge and history of excellence. The Company has stood out for more than 150 years as a world leader in precious metals and materials technology. For more information on Flexitime® Bite, call **800.431.1785** or visit www.heraeuskulzer-us.com

About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with over 155 years of tradition. Our businesses include precious metals, sensors, dental and medical products, quartz glass and specialty lighting sources. With product revenues of € 3 billion and precious metal trading revenues of € 9 billion, as well as over 11,000 employees in more than 100 companies worldwide, Heraeus holds a leading position in its global markets. Heraeus Kulzer GmbH, a subsidiary of the precious metals and technology group Heraeus, is one of the world's leading manufacturers of dental products, with headquarters in Hanau, Germany, and subsidiaries in the US, Europe, and Asia. As a system provider and service partner for dental offices and dental laboratories, with more than 1,500 employees worldwide, the company grossed € 336 million in sales in 2007.

The Heraeus Kulzer Dental Division provides dentists, laboratories and patients with the ultimate in esthetic dental solutions. Heraeus Kulzer empowers dental professionals to provide patients with the most natural-looking restorations while respecting a healthy and conservative approach to clinical

dentistry. For more information on Heraeus or its products, call 800.431.1785 or visit www.heraeus-kulzer-us.com.

