

***My New Smile* App from Heraeus Receives “Thumbs Up” from Apple and AppReview**

SOUTH BEND, IN, July 14, 2009—***My New Smile*** App by Heraeus was recently featured and given a ‘thumbs up’ on AppReview. AppReview provides honest reviews of the latest and greatest applications developed specifically for the iPhone.

The ***My New Smile*** App transforms old smiles into radiant, perfect and beautiful new smiles. Users simply upload a picture and in two quick steps are able to create a brand new smile, instantly and virtually. Users also can create a ‘goofy’ smile for those special people in their life. After a new smile has been created, it can then be shared with family and friends with one push of a button. ***My New Smile*** is being distributed on the App Store and is positioned to reach millions of iPhone and iTouch users. The popular App is easy, fun and free and was developed to promote **Venus Smile** by Heraeus. In addition to the App, **Venus Smile** also offers a virtual smile makeover and a dentist locator service at www.myvenusmile.com.

“We’re thrilled that ***My New Smile*** has received this recognition,” says Christopher Holden, President of Heraeus Kulzer. “The AppReview process is rigorous. Each application’s individual features and benefits are ranked against similar applications,” he explained. “We congratulate Heraeus on the development effort that lead to this significant achievement,” says a spokesperson for AppReview. Users can quickly download ***My New Smile*** by logging onto the iTunes store. They also can download the application directly by visiting the AppReview website at <http://www.appreview.com/applications/17381>.

About Heraeus Dental

The Heraeus Dental Group provides dental professionals, laboratories, and patients with the ultimate in esthetic dental solutions. Heraeus empowers dental professionals to provide the most natural-looking, highly esthetic restorations while respecting a healthy and conservative approach to clinical dentistry. Some signature Heraeus brands include:

- Venus®
- iBond®
- Flexitime®
- Gluma®
- Ivory®
- Agfa®

