

Press Release

For Immediate Release

May 3, 2010



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Curve Dental, Inc. Completes Acquisition of Orasphere, Ltd.

Web-based Dental Software Developer to Seamlessly Integrate Orasphere's Dental Patient Education Library

OREM, UT—Curve Dental, developers of Web-based dental software announced the completion of their acquisition of Orasphere, Ltd., a developer of dental patient education videos that can be viewed on a dentist's website, computer, on DVD, or on an Apple iPod Touch.

“Orasphere will add to Curve Dental's product offering by contributing world-class patient education materials to our Web-based [dental software](#),” said Jim Pack, CEO of Curve Dental. “Orasphere's quality and innovation is a good match for Curve Dental, and their team of people, with their talents and experience in the dental profession, will be a great addition to the current Curve Dental team. We intend to leverage the Orasphere library by hosting it in the cloud—or on the Web—thus removing the need for expensive servers, tedious installation and risky upgrades.”

Curve Dental will integrate [Orasphere](#) videos into its Web-based dental software in content-sensitive situations. “If the doctor is creating a treatment plan that includes a crown, the doctor can educate the patient instantly with a crown patient education video already at their fingertips,” said Pack. “By anticipating the doctor's needs we are creating dental software that is highly efficient and, because it is Web-based, is more convenient

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and flexible. Moreover, we're offering this service to our web-based dental software customers at no additional cost."

Curve Dental will continue to sell Orasphere as a stand-alone [dental patient education](#) system via the Orasphere website at www.orasphere.com. The system is available in four different formats: DVD, PC, Web, and iPod Touch and includes more than 72 different videos in 13 categories. The Orasphere library was developed by Drs. Stacy Hunt and Tom Gallivan, who are both dentists.

About Curve Dental, Inc.

Founded in 2005, Curve Dental provides web-based [dental software](#) and related services to dental practices within the United States and Canada. The company is privately-held, headquartered in Orem, Utah with offices in Calgary, Canada and Dunedin, New Zealand. Dentists can call 888-910-4376 or visit www.curvedental.com for more information.

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