

Press Release

For Immediate Release

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Curve Dental Founder, Matt Dorey, Launches Blog, “Why I Bleed Orange”

New blog documents the whiz kid entrepreneur’s journey to revolutionize dental software

OREM, UT—Curve Dental, developers of Web-based dental software announced the launch of *Why I Bleed Orange*, the personal blog of Matt Dorey, the company’s Founder and Managing Director. The blog’s address is www.mattdorey.com.

“The purpose of my blog is to provide transparency in our goal to revolutionize [dental software](#),” said Dorey. “Through my posts I hope doctors will be able to see deep down inside and understand what I’m doing. As a person, I avoid corporate speak and instead try to deliver the real deal. My journey is an entrepreneurial journey; dentists are small business owners and they may be surprised by how easily they’ll relate to my experiences.”

Dorey’s blog is a personal journal chronicling his travels, meetings, observations, and discussions with dental professionals from all over. “I travel all across North America and spend a lot of time in dental practices visiting with doctors and staff,” said Dorey. “I’ve been honored to eat dinner with the family, spend a night in the guest bedroom and experience the dentists’ needs, stuff you won’t get by sending a customer survey every year.” The title of the blog, *Why I Bleed Orange*, references Curve Dental’s choice in corporate colors.

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Curve Dental plans to launch a company blog that will involve all of the company's employees, include guest writers from key opinion leaders within the dental profession and provide company announcements and news. Every employee will be given the opportunity to contribute to the blog. The company is also working on a Facebook page. The company blog and Facebook page will be launched in June 2010. The company has a Twitter account and frequently posts messages on [Dental Town](#).

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. With Web-based software, the dental practice can improve efficiencies, increase productivity and realize work and lifestyle goals due to the software's flexibility. 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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