

Press Release

For Immediate Release

July 14, 2010



Contact:

Andy Jensen

VP Marketing

andy.jensen@curvedental.com

801-851-5175 x1002

424 W. 800 N., Suite 202

Orem, UT 84057

USA

Curve Dental, Inc. Recognized by Discovering Startups as Best Business Idea

Company receives highest number of votes to win the Best of Discovering Startups' June Contest

OREM, UT—Curve Dental, developers of Web-based dental software, was recognized as the best business idea for June 2010 by Discovering Startups, a website for entrepreneurs that focuses on news of the latest technology startups. Startups are pitted against each other in a competition for the votes of Discovering Startups' readers, who voted Curve Dental as the best business idea.

“We’re honored that Discovering Startups readers, many of whom are entrepreneurs, would recognize our potential,” said Jim Pack, CEO of Curve Dental. “We feel there is a great opportunity in the dental market for Curve Dental to earn a significant share of the [dental software](#) business. We have an exceptional product and have distinguished our brand from our competitors with fresh marketing. The votes from so many other technology entrepreneurs lend credibility to our business plan.”

Discovering Startups showcases a group of technology startups every month at their website at www.discoveringstartups.com. Readers are asked to read the profile of each company and vote on the one that has the best idea, thereby helping companies tell their story and build brand recognition. More than 40 companies are vying for reader votes

during any given month. Curve Dental received the second-highest number of votes ever cast for one company.

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. The company strives to make dental software less about computers and more about the user experience. Their creative thinking can be seen in the design of their software, that's easy to use and Web-based. Dentists can call 888-910-4376 or visit www.curvedental.com for more information.

#