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Benco Dental Acquires Marcus Dental Supply

Company Extends Midwest Reach, Increases Value to Marcus Customers.

WILKES-BARRE, PA (November 20, 2007) — Benco Dental, the nation's fastest-growing distributor of dental products and equipment, today announced the acquisition of Marcus Dental Supply. Financial terms of the acquisition were not disclosed.

Headquartered in Minneapolis, Marcus Dental Supply was founded in 1946 by John Marcus and grew to become one of the largest companies of its kind in the upper Midwest. Benco Dental will retain the existing branch in Minneapolis to service existing Marcus Dental Supply customers and establish a new branch in Fargo, North Dakota. They will be Benco Dental's first branches in the area. Key team members will join Benco Dental.

Charles Cohen, president of Benco Dental, said, "The acquisition of Marcus Dental Supply fits perfectly with our business development strategy of seeking out like-minded companies who are intensely customer focused, and combining their strengths with our wide breadth of services and inherent efficiencies."

"At Marcus Dental Supply, we've always searched for ways to enhance service and deliver more value to our customers," said Terry Henderson, president of Marcus Dental Supply. "As part of Benco Dental, we will be able to offer customers a vastly larger product selection and improved order fulfillment."

Henderson added: "Our decision to become part of Benco Dental anticipated the future needs of our customers, whose needs have expanded for a much wider array of services including digital technology integration, practice development consulting, electronic supply management, financial services and dental office design — all areas in which Benco Dental is committed to remaining on the leading edge."

This is the second such acquisition for Benco Dental during 2007. In February, the company acquired Pennsylvania-based KernCo Dental Supply.

About Benco Dental

Benco Dental is the nation's fastest-growing dental distributor, selling supplies, equipment, and consulting services. The company is headquartered in Wilkes-Barre, PA, and serves over 20,000 dental practices and laboratories in 34 states. Founded in 1930 and focused on a unique mission to "deliver success, smile after smile," Benco Dental's industry-leading products and programs include: the BluChip® Buying Club, dentistry's original and most rewarding customer loyalty program; Painless® AI™ (Artificial Intelligence™), a cutting-edge electronic ordering and product selection system; Insite™ dental office design; BencoNET™ digital imaging and operator integration systems; Transitions Group™ practice development consulting; and the best-trained sales and service team in the business. The toll-free order line is 1-800-GO BENCO. Visit Benco Dental online at www.benco.com.