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Benco Dental Expands Westward

Company Plans Denver, Colorado Branch to Service Rocky Mountain Region.

WILKES-BARRE, PA (December 5, 2007) — Benco Dental, the nation's fastest-growing distributor of dental products and equipment, today announced its expansion into Colorado.

"Colorado and the entire Rocky Mountain region will provide Benco Dental with a platform to expand further westward in keeping with our corporate philosophy of organic growth," said Charles Cohen, President.

The company will open a branch office and equipment showroom in Denver, which will serve as the hub for additional locations in the future. Once a physical location is chosen, the office will be up and running within approximately 30 days.

Don Taylor was hired as Regional Manager. He has over 14 years of experience working with major healthcare and technology companies in sales management and business development.

This is the third major expansion for Benco Dental during 2007. Earlier this year, the company acquired Pennsylvania-based KernCo Dental Supply and in November, it merged with Marcus Dental Supply, taking over its Minneapolis, Minnesota-based operations and announced plans for a branch in Fargo, North Dakota.

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 operatory 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.