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Benco Dental Acquires Dental Design & Supply Co.

Arizona-based dental distributor to create presence in West.

WILKES-BARRE, PA (November 12, 2009) – Benco Dental, the nation's fastest-growing distributor of dental products and equipment, today announced plans to acquire Arizona-based Dental Design & Supply Co. in early 2010.

Headquartered in Tucson, AZ, Dental Design is a full-service distributor. Its employees will be retained by Benco to fully serve the Tucson and Southern Arizona markets.

"The acquisition of Dental Design & Supply fits perfectly with our business and 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," Benco President Chuck Cohen said.

Dental Design and its President, Rick Rogers, have been serving the Southern Arizona area for twenty-six years. Rick and his entire team, which combines for over 50 years experience, will remain in their current positions with Benco.

"Our goal at Dental Design & Supply has always been to be an asset to the practices we serve," Rick said. "Benco Dental will provide us with far more tools to accomplish that goal."

Dental Design marks the eighth such acquisition by Benco in the past year, strengthening the company's presence throughout the United States.

About Benco Dental

Benco Dental is the nation's fastest-growing dental distributor, selling supplies, equipment, and consulting services. Headquartered in Wilkes-Barre, PA with additional distribution centers in Ft. Wayne, IN, Jacksonville, FL, and Dallas, TX, Benco Dental serves over 30,000 dental practices and laboratories in 39 states and Washington D.C. 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 8 with Forecaster™, the automatic electronic ordering and product selection system; Insite™ dental office design; BencoNET™ digital imaging and "open architecture" 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.

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