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Benco Dental Acquires Dynamic Dental Solutions

Oklahoma-based dental distributor to strengthen market in Midwest

WILKES-BARRE, PA (May 19, 2009) – Benco Dental, the nation’s fastest-growing distributor of dental products and equipment, today announced the acquisition of Dynamic Dental Solutions.

Headquartered in Pryor, OK, Dynamic Dental is a national direct marketer and distributor of dental supplies and equipment. Specializing in more than just supplies and equipment, Dynamic Dental also provides web design, office design, computer networking, and financial services. The Pryor branch will play host to a new region, servicing a market consisting of Oklahoma, Northwest Arkansas, and Southern Kansas.

"The acquisition of Dynamic 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," Benco President Chuck Cohen said.

Dynamic Dental and its President, Skip Pettus, have been servicing the Oklahoma area for five years. Pettus will be retained by Benco as part of its management team, while his sales and service team, with over 65 years of combined experience, will remain in their positions with Benco.

"At Dynamic Dental Solutions, we’ve always searched for ways to enhance service and deliver more value to our customers," Pettus said. "As part of Benco Dental, we will be able to offer customers a vastly larger product selection and improved order fulfillment."

Dynamic Dental marks the sixth 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. 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 8 with Forecaster™, the automatic electronic ordering and product selection system; Insite™ dental office design; BencoNET™ digital imaging and "open architecture" 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.

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