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Contact: Lynn Bachstein, Benco Continuous Improvement Director
(570) 825-7781 ext. 7434
lbachstein@benco.com

Benco Dental Acquires Holliday Dental Co.

Kansas-based dental distributor to strengthen market in Midwest

WILKES-BARRE, PA (October 5, 2009) – Benco Dental, the nation's fastest-growing distributor of dental products and equipment, is pleased to announce the acquisition of Holliday Dental Co.

Headquartered in McLouth, Kansas, Holliday Dental specializes in equipment sales, installation, and service. The employees of Holliday Dental will join the existing Benco team in serving the Kansas and Missouri markets in their entirety.

"The acquisition of Holliday 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.

Holliday Dental and its President, James A. (Doc) Holliday, have been servicing the Kansas area for twenty years. Benco will retain Holliday as part of its service team, while his employees, with over 50 years combined experience, will remain in their positions with Benco.

"At Holliday Dental Co., we've always searched for ways to enhance service and deliver more value to our customers," Holliday said. "As part of Benco Dental, we will be able to offer customers a vastly larger product selection and full digital offering."

Holliday Dental marks the seventh 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 25,000 dental practices and laboratories in 37 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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