



3D digital solutions for dental professionals

FOR IMMEDIATE RELEASE

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TERENCE J. GUNNING JOINS CADENT AS CHIEF EXECUTIVE OFFICER

*Former DataScope Executive to Lead Innovator of 3-D Digital Solutions
for Dental and Orthodontic Industries*

CARLSTADT, N.J. - March 12, 2007 - Cadent, the leading provider of 3-D digital solutions for the orthodontic and dental industries, today announced that the Company's Board of Directors has appointed Terence J. Gunning as Chief Executive Officer. Gunning, who will assume his responsibilities on March 19, will also serve on Cadent's Board of Directors. Executive Chairman Amos Goren of Apax Partners will continue as Chairman of the Board of Directors.

Gunning brings 25 years of management experience in the healthcare industry to Cadent, specializing in medical devices, diagnostics and services and consumer healthcare products. Most recently, Gunning served as President of Datascope's Cardiac Assist Division. During his tenure, sales increased significantly, three new products were launched and the division successfully completed its first acquisition. Prior to that, Gunning served as Vice President and Head of the Corporate Anatomic Pathology Division and Vice President, Marketing at Quest Diagnostics, where he led a growth initiative that resulted in significant top- and bottom-line improvements. Gunning also served in a variety of marketing-related senior management positions with Johnson & Johnson Consumer Products and Bristol-Myers Squibb.

"Terry Gunning is an ideal choice to lead Cadent as the company enters a period of rapid revenue growth and market expansion following the successful launch of several product lines to the dental and orthodontic markets during the past two years," said Amos Goren. "Terry has a proven track record of success in growing a variety of businesses across a broad spectrum of the healthcare field. His particular experience in marketing and sales in the health care industry, combined with a solid grasp of the issues and a bold strategic vision, will help the company further accelerate the sales momentum generated from the launch of the iTero™ product line last year."

"I am excited to be joining Cadent, a company which is on the forefront of innovation in the dental and orthodontic communities," said Terence Gunning. "The technology behind the company's flagship products - the iTero digital impression system and the OrthoCad™ suite of digital solutions - has a potentially enormous competitive advantage due to the unique benefits it offers to dentists, orthodontists and patients. This technology leadership, combined with an impressive management team, a commitment to provide its clients with seamless service and support, and tremendous support from its strong blue chip investors, will enable Cadent to continue its strong growth during the coming years."

About Cadent

Headquartered in Carlstadt, New Jersey and with a development center in Tel Aviv, Israel, Cadent is the leading provider of 3-D digital solutions for the orthodontic and dental industries. The company services thousands of cases each week for a rapidly expanding customer base. Cadent's offerings improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The company is backed by a consortium of leading venture capital investors including Apex Partners, Panorama Capital (J.P. Morgan Partners), Pitango Venture Capital, STAR Ventures, and SV Life Sciences.

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