

DATE: JULY 7, 2009

TO: SIRONA USA GOVERNMENT AND INSTITUTIONAL CUSTOMERS

FROM: CEREC GOVERNMENT AND INSTITUTIONAL SALES TEAM

RE: 2009 CEREC AC® TRADE-UP PROGRAM AGREEMENT

Exciting news from Sirona!

Existing CEREC 3D owners may trade-up their Acquisition Unit towards the purchase of a new CEREC Acquisition Center (AC) *powered by Bluecam*.

We are offering a limited time Trade-up program for existing CEREC 3D Acquisition unit owners. Many of you have seen or heard of the new CEREC AC and asked what would be involved to upgrade your existing equipment. We have now developed a plan to allow you to “trade-up” your current equipment for a new CEREC AC.

The pricing for your new CEREC AC or your “Trade- up” will be based on the date of your original purchase.

Please review the chart below and find the date of your original purchase. From here you can move across the chart to find your new CEREC AC Trade-up price.

Please also refer to the information below for instructions on what is to be returned to Sirona in Charlotte, NC as part of the trade-up process and what is kept by you for proper operation of your new system.

Along with your CEREC AC Trade Up purchase order please also sign and return a copy of this document signifying your agreement with these terms and conditions.

Again, thank you for efforts and success with CEREC.

CEREC AC *powered by Bluecam* “CAD/CAM for Everyone”.

Harold S. (Buddy) Auten



Marketing / Sales Manager
CAD/CAM Government and Institutional Accounts
Sirona Dental Systems LLC
4835 Sirona Drive, Suite 100
Charlotte, NC 28273 Office (800) 659-5977 x. 130 Cell (704) 953-8536

Details of the 2009 CEREC Trade-Up Program are as follows:

- Please reference the attached CEREC AC Trade-Up Chart below for tier-pricing information.
- Trade-up orders will be accepted between July 1, 2009 and September 30, 2009.

INFORMATION NEEDED WHEN ORDERING TRADE-UP UNITS AND COMPONENTS

- Original purchase date of your CEREC 3D Acquisition unit. If you are not sure of this date, please call Sirona customer service department and they will be able to tell you the ship date of your original CEREC 3D Purchase.

Original Purchase Date or Ship Date: _____ Serial Number _____

- Please indicate which milling units you plan to use with your new CEREC AC:
 1. Compact Milling Unit _____
 2. CEREC MCXL Milling Unit _____
 3. Both Compact and MC XL Milling units _____
- Please indicate your preferred installation program:
 1. CEREC AC Installation and One Day CEREC AC/V3.60 Software Training: \$4,550 Continental USA (**Recommended**) _____
 2. CEREC AC Installation and set up only: \$2,250 Continental USA. _____
- Please note: For all CEREC AC Trade-Ups, the milling activation key (CEREC 3D dongle) must be removed from the existing CEREC 3 Acquisition Unit and must remain with the customer's new CEREC AC.
- Warranty: Standard Sirona warranty of 2 years parts and Labor.
- Please make shipping arrangements by calling Sirona for the return of the CEREC 3D Acquisition Unit. A box to ship the CEREC 3D Acquisition unit "freight collect" back to Sirona will be provided to you with your new equipment. Please remember to include the serial number of the unit being returned and record the shipping tracking number on the outside of the box as this will be required when completing the CEREC Trade-Up Form.

**CEREC AC Government Trade-Up Program,
Sirona Dental Systems
4835 Sirona Drive Suite 100
Charlotte NC 28273**

Questions?

Military Customers: Contact **Bob Murphy** at (800) 659-5977 x.182 or Bob.murphy@sirona.com

Institutional and Academic Customers: Contact **Betsy Ashworth** at (704) 975-0579 or (800) 659-5977 x.130 or at betsy.ashworth@sirona.com

By signing this agreement I agree to purchase a CEREC Acquisition Center (AC) for the discounted price offered under this program, I understand that the CEREC 3D Acquisition Unit and associated parts detailed below must be returned to Sirona Dental Systems, LLC in good working order with in 30 days of the delivery of the CEREC AC and I also agree to all other terms of this program, including that I will be Billed the full System price of \$38,650.00 if the machine is not returned to Sirona within 30 days.

Signed: _____ Date: _____

End User Location: _____



CEREC AC[®] *powered by Bluecam*

Government Trade-UP Program 2009

Upgrade possible until September 30th 2009

Upgrade Tiers by Purchase Date	CEREC 3D Acquisition Unit Original Purchase Price	CEREC Acquisition Center (AC) Government / Institutional Standard GSA Price	CEREC Acquisition Center (AC) Trade - Up price	Supplemental "on-site" 1 day Continental USA Training and Installation Part # 6149640
Tier #1 Since October 2008 (Oct 1 2008 – until today)	(\$37,300)	\$38,650	\$12,000	\$4,500
Tier #2 Since April 2008 (April 1, 2008 – Sept 30, 2008)	(\$37,300)	\$38,650	\$18,000	\$4,500
Tier #3 Since October 2007 (Oct 01 2007– March 31, 2008)	(\$37,300)	\$38,650	\$24,000	\$4,500
Tier #4 Since April 2007 (April 1, 2007 – Sept 30, 2007)	(\$37,300)	\$38,650	\$28,000	\$4,500
Tier #5 Since October 2006 Prior to March 31 2007	(\$37,300)	\$38,650	\$32,000	\$4,500

CEREC® TRADE UP PROGRAM CHECKLIST

Below is the checklist for items that are required to be returned when trading up from a CEREC 3 Acquisition Unit .

