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News Release

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FOR IMMEDIATE RELEASE:

**The CEREC® 25th Anniversary Celebration (CEREC 25)
Has Begun**

***More than 3,000 Dental Professionals Descend Upon
Las Vegas for Three Days of A-List Speakers, Hands-On Workshops
and Legendary Vegas Entertainment***

Charlotte, NC (August 26th, 2010) – The doors have opened on Sirona Dental Systems' (Nasdaq: SIRO) CEREC 25th Anniversary Celebration (CEREC 25), a milestone event celebrating the 25-year anniversary of its CEREC CAD/CAM system.

Attended by thousands of dental and dental lab professionals and hosted at the legendary Caesars Palace, CEREC 25 will continue for three days of non-stop activities in Las Vegas, the entertainment mecca of the world, and only from Sirona, the originator, innovator, and undisputed market leader in dental CAD/CAM.

Participants can earn up to 18 CE credits while enjoying CAD/CAM-focused workshops, premium entertainment, and plenty of memorable celebrations among the luxurious accommodations provided by Caesars Palace.

Sirona has enlisted a “who's who” of digital restorative dentistry comprised of the most prominent lecturers in the dental and lab community, including:

- Dr. Gordon Christensen, MSD, PhD
- Dr. Rella Christensen, RDH, PhD
- Dr. Dennis Fasbinder, MAGD, ABGD
- Mr. Jim Glidewell, CDT
- Dr. Paul Homoly
- Mr. Imtiaz Manji, CEO, Scottsdale Center for Dentistry™
- Dr. Edward A. McLaren

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- Prof. Dr. Albert Mehl
- Dr. Mark Morin
- Prof. Dr. Werner H. Mörmann
- Mr. Bill Mrazek, CDT
- Dr. Sameer Puri
- Mr. Matt Roberts, AACD
- Dr. David Roessler
- Dr. Frank Spear, and many more!

These dental industry icons are conducting a full spectrum of continuing education programs that include clinical techniques, hands-on workshops, and dynamic lectures on practice management, marketing, and hygiene.

For the next three days, Las Vegas is the epicenter of the most advanced dental CAD/CAM education and training. Attendees can also explore the CEREC 25 exhibit hall, showcasing top dental companies and their products and services.

CEREC 25's star-studded celebrity entertainment is continuing throughout the three-day extravaganza, and includes special appearances by Olympic Gold Medalist Rulon Gardner, the Second City Comedy Troupe, and five-time Emmy® Award-winning comedian and actor Dennis Miller.

Attendees are also invited to celebrate in true Vegas style at the sophisticated WHITE PARTY taking place at the popular PURE Nightclub on Saturday night. The WHITE PARTY promises to be the hottest dental event of the decade! What's more, an "Entertainment-Only Pass" is also available for a spouse or guest who chooses to attend social events only.

"CEREC 25 is the place to be if you are a dental professional thirsty for the latest information and training on CAD/CAM and digital dentistry," states Michael Augins, President, Sirona USA. "The CEREC 25 celebration is a one-of-a-kind event and the largest gathering of CEREC users ever assembled."

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About Sirona Dental Systems, LLC

Sirona, the dental technology leader, has served dealers and dentists worldwide for more than 130 years. Sirona develops, manufactures, and markets a complete line of dental products, including CAD/CAM restoration systems (CEREC); digital intra-oral, panoramic, and 3D imaging systems; dental treatment centers; and handpieces. Visit <http://www.sirona.com> for more information about Sirona and its products.

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