



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

Media Contact:

Erin Foster / Lanmark Group
efoster@lanmarkgroup.com
732-389-4500 ext. 128

FOR IMMEDIATE RELEASE:

Sirona Dental Systems Announces the Launch of its Speakers Academy

Charlotte, NC (August 27, 2010) – In an effort to help provide timely and accurate education and information regarding the quickly evolving category of digital restorative dentistry and imaging to the dental community, Sirona Dental Systems, LLC (Nasdaq: SIRO) announced today the introduction of the Sirona Speakers Academy. This announcement was made during the CEREC® 25th Anniversary Celebration being held at Caesars Palace, Las Vegas, Nevada to commemorate the anniversary of Sirona’s flagship dental CAD/CAM and digital impression product line.

The Sirona Speakers Academy is designed for both new and experienced speakers alike, providing coaching strategies for delivering more distinctive and compelling presentations. Graduates of the Speakers Academy become preferred speakers within the Sirona community and gain access to the latest information regarding trends, market data, and product introductions within the category of digital restorative dentistry and imaging, thereby ensuring their presentation content is as accurate and timely as possible.

The three-day workshops are being taught by renowned speaking coach Dr. Paul Homoly, CSP (Certified Speaking Professional), who has been a consultant to dental professionals on various aspects of communication for over two decades.

“There is a surge of interest regarding the topic of digital dentistry, and the market is becoming cluttered with conflicting information,” explains Michael Augins, President, Sirona USA. “As the industry’s leading provider of digital technologies, we are committed to helping those interested in providing peer-to-peer education on this timely subject and excelling professionally while

-more-



527 Industrial Way West
Eatontown, NJ 07724
P 732-389-4500
F 732-389-4998
www.lanmarkgroup.com

News Release

(2)

playing an active role in the advancement of digital restorative dentistry.”

Graduates of the program become eligible for membership within the company’s Speakers Bureau, and receive a selection of marketing and management tools to help them exceed.

Enrollment in the Speakers Academy is open to all industry professionals, including dentists, laboratory technicians, dental team members, consultants, and dental supply professionals who are current advocates of Sirona and are committed to advancing the field of digital restorative dentistry.

Three three-day workshops are being offered from December 2010 – March 2011 in Charlotte, NC:

- Thursday, Friday, and Saturday, December 9, 10, and 11, 2010
- Thursday, Friday, and Saturday, January 20, 21, and 22, 2011
- Thursday, Friday, and Saturday, March 17, 18, and 19, 2011

Participation is limited to 10 attendees per workshop on a first-come, first-served basis.

For more information and/or to enroll in the Sirona Speaker’s Academy, please contact Homoly Communications at 800-294-9370.

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.

###