

## **Henry Schein and ADA Open Doors to 'Tomorrow's Dental Office - Today!'; Dentists See into the Future of Their Profession as Traveling Interactive Exhibit Officially Opens At ADA Annual Session**

October 1, 2004

ORLANDO, Fla.--(BUSINESS WIRE)--Oct. 1, 2004--Dentists eagerly gathered to experience how technology can revolutionize their patient care and practice productivity today as Henry Schein, Inc. (NASDAQ: HSIC), and the American Dental Association (ADA) officially opened "Tomorrow's Dental Office - Today!" here at the ADA Annual Session. The exhibit, a fully-functional, technology-driven dental office that addresses all aspects of a modern dental practice, is one facet of a groundbreaking partnership designed to propel dentistry forward.

"This is a wonderful opportunity for dental professionals to see first hand the extent to which technology can reshape their practices, and we are extremely gratified by the enthusiastic reception that 'Tomorrow's Dental Office - Today!' is receiving in its debut here today," said Stanley Bergman, Chairman, Chief Executive Officer and President of Henry Schein. "We are committed to working with the ADA on this exciting initiative, and intend this just to be the first stop as we seek to demonstrate today's technology to the dental community at large. Our investment in this initiative is part of our ongoing commitment to helping practitioners increase their practice productivity while at the same time delivering the highest level of quality patient care."

Henry Schein is supporting the "Tomorrow's Dental Office - Today!" program through its U.S. Dental division, Sullivan-Schein, and its Dentrrix Dental Systems division.

"Initial feedback from our membership to this interactive educational program is very positive because they see the real value technology can bring to managing their practices and enhancing patient care," said Dr. Eugene Sekiguchi, President of the ADA. "We are very pleased to partner with Henry Schein in bringing to our membership a glimpse of what the future holds for the dentist and dental office."

Dr. James Bramson, Executive Director of the ADA, said, "As dental practice owners, our members are impressed that 'Tomorrow's Dental Office - Today!' demonstrates the improvements technology can deliver to everything from patient records and scheduling to case presentation, clinical outcomes, financial and cash flow management, to patient diagnosis and education."

"Tomorrow's Dental Office - Today!" enables dentists to see integrated technology work in two real operatories focusing on hygiene, diagnostics and treatment. They are able to see demonstrations on patient education information, read materials explaining the technology, and conduct a computerized self-assessment of their practice either online or with the aid of an ADA or Henry Schein Team Member. At the end of the process, visitors know exactly where they are on the road to achieving enhanced technology in their practice, and what they should consider next. The ADA also is offering lectures at the Annual Session on various aspects of the exhibit that carry continuing education credit for attendees.

Henry Schein and the ADA expect that over 600 dentists will tour "Tomorrow's Dental Office - Today!" while it is open at the ADA Annual Session. The exhibit will travel to additional dental trade shows in other U.S. cities during 2004 and 2005 as the most visible part of a dynamic initiative to help educate the professional dental team, increase dental practice productivity, and improve patient care and clinical outcomes. The campaign also includes an editorial supplement to October's Journal of the American Dental Association covering several major issues and opportunities for integrating technology into the dental practice. In addition, the ADA and Henry Schein have created an educational buyer's guide of leading manufacturing partners' products featured throughout the exhibit to help dentists determine the technology products best suited to meet their individual practice needs. Among the manufacturers featured in the buyer's guide and throughout the exhibit are DENTRIX(R), Air Techniques, Belmont, Colgate, D4D, GE Healthcare, Gendex, HOYA ConBio, KaVo, Matrx, Midmark, Pelton & Crane, SciCan, Steelcase, and Triangle.

### About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing more than 149,000 members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer and professional products.

### About Henry Schein, Inc.

Henry Schein, a Fortune 500(R) company, is recognized for its excellent customer service and highly competitive prices. The Company's four business groups--Dental, Medical, International and Technology--serve more than 450,000 customers worldwide, including dental practices and laboratories, physician practices and veterinary clinics, as well as government and other institutions. The Company's sales reached a record \$3.4 billion in 2003. The Company operates through a centralized and automated distribution network, which provides customers in more than 125 countries with a comprehensive selection of over 90,000 national and Henry Schein private-brand products.

Henry Schein also offers a wide range of innovative value-added practice solutions, including such leading practice management software systems as DENTRIX(R) and Easy Dental(R) for dental practices, and AVImark(R) for veterinary clinics, which are installed in over 50,000 practices; and Aruba(R), Henry Schein's electronic catalog and ordering system.

Headquartered in Melville, N.Y., Henry Schein employs more than 9,000 people in 16 countries. For more information, visit the Henry Schein Web site at [www.henryschein.com](http://www.henryschein.com)

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SOURCE: Henry Schein