

Henry Schein Dental Launches Likeable Dentists, Celebrates 15th Anniversary of Sullivan-Schein Dental Creation at National Sales Meeting

June 11, 2012

Event attended by nearly 2,000 Team Schein Members and supplier partners

MELVILLE, N.Y., June 11, 2012 /PRNewswire/ -- Henry Schein Dental, the U.S. dental business of Henry Schein, Inc. (NASDAQ: HSIC), the world's largest provider of health care products and services to office-based dental, medical and animal health practitioners, announced today the launch of Likeable Dentists at the Company's 17th annual Dental National Sales Meeting. The meeting also celebrated the 15th anniversary of the creation of Sullivan-Schein Dental, the merger of Sullivan Dental and Henry Schein, which later became Henry Schein Dental. Nearly 2,000 Team Schein Members and Henry Schein Dental supplier partners attended the meeting held at the Gaylord Palms Hotel in Orlando, Florida from June 9th-12th.

(Photo: <http://photos.prnewswire.com/prnh/20120611/NY21985>)

Edward J. Zuckerman, D.D.S., F.A.G.D. was a keynote speaker at the meeting to kick off the launch of Likeable Dentists. Likeable Dentists is a Facebook marketing solution that assists dental practices in using social media to build their brand and engage with existing and prospective patients. Launched in partnership with Likeable, Likeable Dentists includes four key components: content publisher, ad buyer, tab creator and an offline Facebook marketing kit. The content will educate and engage fans, while the Facebook ads and tabs will drive likes and ultimately new patients. The offline kits tie social media into the physical dentist offices.

In his welcome address to attendees, Stanley M. Bergman, Chairman and Chief Executive Officer of Henry Schein, said, "Our ability to dream and recognize that nothing is impossible is what we have seen through our Company's history. As the world around us changes at an increasing pace, ongoing reinvention enables us to anticipate and adapt to these changes, so we can more effectively partner with our customers and continually provide them with the best solutions. Our launch of Likeable Dentist today is a prime example of our commitment to finding innovative solutions that help our customers' practices evolve along with the times and capitalize on the increasing importance of e-commerce in the dental market."

The four-day event included training and education sessions for Henry Schein Dental's Field Sales Consultants, Equipment Sales Specialists and Digital Technology Specialists. It provided the valuable opportunity for Henry Schein Dental sales representatives to share best practices, discuss challenges and opportunities, and meet directly with supplier partner representatives. The meeting also included a merchandise trade show fair and an equipment trade show fair.

"We have the same optimism and excitement about the future of Henry Schein Dental as we did the day we created Sullivan-Schein Dental 15 years ago," said Tim Sullivan, President of Henry Schein Dental. "The theme of our National Sales Meeting this year—'Believe It – Achieve It'—underscores our enduring commitment over the past 15 years to continually innovate and find the best solutions to enhance our customers' practices as they provide the highest quality care to patients."

Henry Schein Dental's top Field Sales Consultants, Equipment Sales Specialists, Digital Technology Specialists and Equipment Service Technicians were honored at the Achieving Excellence Awards ceremony. A special Supplier Partner Celebration was held in appreciation for the Company's valued supplier partners.

The Dental National Sales Meeting also provided an opportunity to engage Team Schein Members and supplier partners in Henry Schein's efforts to enhance access to care for underserved and at-risk communities through Henry Schein Cares, the Company's global corporate social responsibility program. The funds raised by donations from Team Schein Members and supplier partners will be donated to the Dana-Farber Cancer Institute in Boston, Mass., a world leader in adult and pediatric cancer treatment and research. The donation will be made in memory of Mitch Cutler, longtime Henry Schein Dental Field Sales Consultant.

About Henry Schein, Inc.

Henry Schein, Inc. (NASDAQ: HSIC) is the world's largest provider of health care products and services to office-based dental, medical and animal health practitioners. The Company also serves dental laboratories, government and institutional health care clinics, and other alternate care sites. A Fortune 500® Company and a member of the NASDAQ 100® Index, Henry Schein employs nearly 15,000 Team Schein Members and serves approximately 775,000 customers.

The Company offers a comprehensive selection of products and services, including value-added solutions for operating efficient practices and delivering high-quality care. Henry Schein operates through a centralized and automated distribution network, with a selection of more than 90,000 national and Henry Schein private-brand products in stock, as well as more than 100,000 additional products available as special-order items. The Company also offers its customers exclusive, innovative technology solutions, including practice management software and e-commerce solutions, as well as a broad range of financial services.

Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 25 countries. The Company's sales reached a record \$8.5 billion in 2011, and have grown at a compound annual rate of 18% since Henry Schein became a public company in 1995. For more information, visit the Henry Schein Web site at www.henryschein.com.

SOURCE Henry Schein, Inc.

Susan Vassallo, Vice President, Corporate Communications, +1-631-843-5562, susan.vassallo@henryschein.com