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**Heraeus Brings Live-Patient CE Direct to Customers Via FREE Video iPods®**

NEW YORK, NY, February 19, 2007—Heraeus, the foremost leader in dental esthetics, officially unveiled a customized version of the video iPod, transforming the way dentists receive content, earn CE credits, and access information in the new digital age.

The iPods, which are FREE to Heraeus customers who purchase qualifying dental or laboratory products, come pre-loaded with several types of accredited continuing education—from live-patient, step-by-step clinical demonstrations, to cutting edge practice management, to product information and updates. The approximate value is \$2,000 per iPod.

The launch marks the achievement of a unique collaboration between Heraeus and the National Dental Network (NDN), the leader in dental distance learning and training, and ushers in an era in which continuing education is easier and more convenient than ever before.

“iPods have become a key part of the lives of millions of people worldwide, and now for the first time ever, dentists will be able to utilize the technology to gain CE credits, anytime, anywhere,” says Christopher Holden, President of Heraeus. “It truly is an extraordinary opportunity for any dentist, anywhere in the world, to have access to the teachings of leading clinicians—in the palm of their hand,” he added.

The programs feature world-renowned clinicians such as Dr. John Kois, Dr. Michael Koczarski and others, as well as leading laboratory technicians including Brad Patrick. The information on the iPod is organized by chapter topics and enables doctors to scan information all at once or view a program from start to finish without stopping. Additionally, Heraeus will automatically upload content to customers’ iPods throughout the year.

Doctors can also earn free CE credits, and measure their recall and retention by taking exams online at [www.nationaldentalnetwork.com](http://www.nationaldentalnetwork.com). With the touch of a button, they can send their completed exam and receive immediate notification of whether they have passed or need to resubmit. The NDN website also offers collateral educational materials including before-and-after digital case photographs to further expand a doctor’s knowledge of the topics covered in each of the programs.



"It is our sincerest desire to help enhance education and optimize learning through resource sharing and collaboration in the form of this partnership with Heraeus," explains David Porritt, President of National Dental Network.

For more information contact a local Heraeus representative at **800.431.1785**.

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*Note to editors:* If you are interested in product shots or viewing more information on the FREE iPod offer from Heraeus, please contact the Marketing Department at **800.431.1785**.

Heraeus is the North American subsidiary of Heraeus Kulzer GmbH, the precious metals and technology group headquartered in Hanau, Germany; a global, private company active in the businesses of precious metals, dental health, sensors, quartz glass, and specialty lighting sources. With revenues exceeding EUR 9 billion and more than 10,600 employees in more than 100 companies worldwide, Heraeus has stood out for more than 150 years as a globally recognized precious metals and materials specialist.

iPod is a trademark of Apple Computer, Inc.