



PR Contact:
Joseph P. Depa III
704-377-9660 ext. 11
joseph@jcthomas.com

The Dawson Academy and Henry Schein Announce Educational Initiative

FOR IMMEDIATE RELEASE:

St. Petersburg, FL - February 22, 2008 - The Dawson Academy and Henry Schein, Inc. (NASDAQ: HSIC), the largest distributor of healthcare products and services to office-based practitioners in the combined North American and European markets, today announced the formation of the Dawson Schein Educational Initiative, a new strategic alliance designed to enhance ongoing dental education across the country.

The announcement of the Initiative was made in Chicago, Illinois during the Midwinter Dental Meeting.

Founded on the organizations' shared belief in the importance of continuous learning, the Initiative will help support the tremendous advances in technology with a sound clinical philosophy.

"The true powers of the technologies that continue to impact dentistry can only be realized when integrated with a thorough foundation of sound clinical principles," said Dr. Peter Dawson. "The basis of our Academy's teachings is diagnosis. Today, we have the most advanced methods for diagnosis and treatment in the history of dentistry, and I believe it is more important than ever for dentists to be physicians of the masticatory system. This is why we are so excited about this alliance with Henry Schein and their commitment to dental education."

Lee Culp, CDT, the Academy's Director of Innovation and Technology said, "The new, emerging dental technologies will change the way we diagnose, communicate and deliver contemporary treatment to our patients. Together, the Dawson Academy and Henry Schein have the abilities and resources needed to disseminate the necessary education to dental professionals worldwide."

"At Henry Schein, we are committed to supporting our dental customers in every aspect of their practice," said Tim Sullivan, President of Henry Schein Dental. "We strive to offer innovative new solutions to dentists and believe that the Dawson Schein Educational Initiative certainly meets those criteria. The technology tools that are revolutionizing the practice of dentistry will only realize their full potential when dental team members have knowledge based on a solid clinical foundation. By striking the right balance between state-of-the-art technology and clinical application, we are helping to ensure the health of dentistry for years to come."

Beginning in the fall of 2008, Dawson Schein co-sponsored educational events will be offered in various locations around the United States. The initial one-day events, "Foundations for Success – Integrating Today's Technologies for Predictable Results," will be presented by Dr. Dawson, Mr. Culp, and other Dawson Academy Faculty including Dr. John Cranham and Ms. Shannon Pace. Jointly supported programming will be expanded in 2009 as the two organizations bring their message to regional locations throughout the United States and Canada.

The Dawson Academy
111 Second Avenue NE, Suite 1109, St. Petersburg, FL 33701
Phone: 727-823-7047 800-952-2178
Fax: 727-821-0482
E-mail: info@TheDawsonAcademy.com
Web: www.TheDawsonAcademy.com

Peter E. Dawson, DDS

Dr. Dawson is considered one of the most influential clinicians and teachers in the history of dentistry. He is the author of the all time best selling dental text, "Evaluation, Diagnosis and Treatment of Occlusal Problems," which is published in 13 languages. His newest book, "Functional Occlusion: From TMJ to Smile Design," has set records as one of the fastest selling medical textbooks ever released by its publisher. He is the founder of the Concept of Complete DentistrySM Series as well as the Dawson Center for Advanced Dental Study, which he began in 1979. In addition to numerous awards and special recognitions, Dr. Dawson is a past president and life member of the American Equilibration Society, and past president of the Academy of Restorative Dentistry and the American Academy of Esthetic Dentistry.

Lee Culp, CDT

Mr. Culp is recognized internationally as one of today's most exciting lecturers and innovative artisans in the specialty of dental ceramics and functional esthetics. Former director of technology and ceramic specialist for the Research and Development department of Ivoclar North America, he founded the Institute for Oral Art and Design, a teaching facility for laboratory technicians located in Sarasota, Florida. Mr. Culp is the Editor-in-Chief of *Spectrum*, a dentist technician communication journal. He is also on the editorial board of *Signature*, *Signature International*, *Practical Periodontics and Aesthetic Dentistry*, *Compendium* and *Inside Dentistry*. Mr. Culp's professional memberships include the American College of Prosthodontics, the American Equilibration Society and the American Academy of Cosmetic Dentistry. He is a leading resource/inventor for many of the materials, products and techniques used in dentistry today, and hold numerous patents for his ideas and products.

John C. Cranham, DDS

Dr. Cranham has a private practice in Chesapeake, Virginia focused on solving complex esthetic and functional problems. An honors graduate of the Medical College of Virginia in 1988, Dr. Cranham maintains a strong relationship with his alma mater serving as an associate clinical professor. Dr. Cranham is an internationally recognized speaker on the Esthetic Principles of Smile Design, Contemporary Occlusal Concepts, Laboratory Communication, and Happiness and Fulfillment in Dentistry as well as the founder of Cranham Dental Seminars. An author of numerous articles, Dr. Cranham has taught over 650 days of continuing education throughout the world. Dr. Cranham has a strong commitment to developing sound educational programs that exceed the needs of today's dental professional.

Shannon Pace, DA II

Ms. Pace is a 1994 graduate of the Dental Assisting Program at Bowman Gray School of Medicine, and works with Dr. Cranham in his private practice in Chesapeake, Virginia. Ms. Pace is a past president of the Metrolina Dental Assistants Society in Charlotte, North Carolina. Ms. Pace is also on the advisory board for the dental assistant program at Central Piedmont Community College. She was the past co-Editor-in-Chief for *REALITY TEAM 'aRTie'* and *Contemporary Dental Assisting*. She has a clinical column in *Dental Product Reports* for dental assistants called "Keep Pace." She is a member of the American Academy of Cosmetic Dentistry and is an internationally and nationally recognized lecturer for dental assistants. She is a practice management coach for Act Dental, as well as an inventor and independent consultant to numerous dental manufacturers.

For more information about the Dawson Academy please call 800-952-2178 or visit www.TheDawsonAcademy.com. For more information about Henry Schein please call 800-372-4346 or visit www.henryschein.com.

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111 Second Avenue NE, Suite 1109, St. Petersburg, FL 33701

Phone: 727-823-7047 800-952-2178

Fax: 727-821-0482

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