

# WELSH, CARSON, ANDERSON & STOWE

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## ***NEWS***

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### **WELSH, CARSON, ANDERSON & STOWE INVESTS IN TECHNOLOGY PLATFORM TO CONSOLIDATE DENTAL LAB INDUSTRY**

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**New York, NY – February 24, 2009** – Welsh, Carson, Anderson & Stowe (“WCAS”), the largest private equity investor exclusively focused on healthcare and information/business services, today announced a majority investment in GeoDigm Corporation (“GeoDigm” or the “Company”), a leading provider of rapid-prototyping production technology for the fabrication of dental prosthetics (e.g., crowns, implants and bridges). The proceeds of the investment will be used to support a consolidation of the dental lab industry. The Company’s first acquisition to be funded by WCAS is Lord’s Dental Studio (“Lord’s”), located in Green Bay, WI. Lord’s is one of the premier dental labs in the U.S. and is GeoDigm’s fifth dental lab acquisition. WCAS plans to invest at least \$100 million of equity capital to support GeoDigm’s acquisition strategy. The Company is actively seeking acquisition candidates of all sizes.

“The dental lab industry is highly fragmented and ripe for consolidation,” said Sean Traynor, a General Partner at WCAS. “GeoDigm’s patented ICON production system is revolutionary in the industry because it automates over 90% of all production volume at any dental lab while dramatically improving production quality and consistency. This is radically different from other CAD/CAM-based systems, which are able to address only a small fraction of a lab’s production. Importantly, the ICON system requires no changes to a dentist’s choice of materials, which is required by other “all-ceramic” systems. Simply put, ICON makes the products dentists receive better. We believe GeoDigm has a truly differentiated technology platform upon which to build an industry leader.”

“We are very excited to partner with WCAS to pursue a consolidation of the dental lab industry,” said Andrew Hofmeister, CEO of GeoDigm. “WCAS brings 30 years of experience in building industry-leading healthcare businesses. The combination of the ICON production system and the significant capital commitment from WCAS provide the opportunity to fundamentally transform the dental lab industry. We are also extremely pleased to announce the acquisition of Lord’s. We view Lord’s as one of the highest quality lab operators and believe

their decision to join us supports our view that the ICON platform is a game-changing technology.”

“Over the past 10 years, we have diligently reviewed and tested all automated production systems available to dental labs,” said Don Warden, President of Lord’s. “To date, we have not found a single system that can consistently improve product quality or productivity. One of the greatest shortcomings of all other systems is that they only address a small fraction of our production. The ICON technology is the first time we’ve seen a system capable of addressing all of our volume. We would never sacrifice the quality and consistency of the products we deliver to our customers and ICON crowns meet or exceed these high standards. We are so excited about GeoDigm’s capabilities that we have made a significant rollover equity investment. We believe this technology is the wave of the future.”

### **About GeoDigm Corporation**

GeoDigm is a dental crown, bridge & implant manufacturer utilizing proprietary automation technology to catalyze acquisition/consolidation in the dental lab industry. GeoDigm’s core technology uses an ultra high resolution 3D scanning and image processing platform with broad applications in orthodontics, dentistry and oral-maxillofacial surgery. When coupled with proprietary automated software and rapid prototype printing, the patented technology platform replaces the traditional, labor-intensive hand-sculpting process for manufacturing restorations, enabling production of a full range of crowns, bridges and orthodontic products. GeoDigm has implemented its technology solution in six dental labs, four wholly-owned, and has improved quality and productivity significantly in every lab in which the technology is fully implemented.

### **About Welsh, Carson, Anderson & Stowe**

Welsh, Carson, Anderson & Stowe is one of the largest and most successful private equity investment firms in the United States. Since its founding in 1979, WCAS has organized 15 limited partnerships with total capital of \$20 billion. Welsh, Carson, Anderson & Stowe focuses its investment activity exclusively in healthcare and information/business services. Since inception, WCAS has invested in over 150 companies and funded over 650 follow-on acquisitions. More information can be found at [www.welshcarson.com](http://www.welshcarson.com).