

PRESS RELEASE

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Denbright Dental Labs Announces Appointment of Greg Minzenmayer as Chief Commercial Officer



EL DORADO HILLS, Calif.--(BUSINESS WIRE)--O2 Investment Partners (www.o2investment.com) is pleased to announce that Denbright Dental Labs (www.denbright.com), a full solutions dental lab company offering world class, high-quality dental prosthetics, has appointed Greg Minzenmayer as its Chief Commercial Officer. Greg will be responsible for sales, marketing, and organic growth initiatives across the company that will further bolster Denbright's market-leading position as the go-to dental lab partner for dentists and DSOs in North America.

Mr. Minzenmayer is a seasoned global executive with over 30 years of experience in the dental industry, including 16 years in the dental lab segment. Greg has a proven track record of driving growth and operational excellence. He has led the development and commercialization of groundbreaking dental products in many areas, including zirconia, implants, custom prosthetics, and digital technologies. Greg has spearheaded digital transformations and process innovations across dental lab organizations.

Most recently, Greg served as Vice President and General Manager for Osteon Medical, a leading global dental business in the dental implant prosthetics space. Previously, he served as Chief Operating Officer for Glidewell Laboratories, the largest dental lab group in the world, where he ran daily operations across nine labs and oversaw tremendous growth during his 10 years in the role.

"I am thrilled to join Denbright Dental Labs as Chief Commercial Officer," Greg commented. "The multiple integrated labs across the platform allow the company to be a great partner for dentists throughout North America, and to service every need a restorative dentist may have. I look forward to contributing to the ongoing success and growth of the Company."

David Casper, Denbright CEO commented, "I couldn't be more excited for Greg to join Denbright's management team. He has an impressive track record of leading and scaling businesses in the dental prosthetics space and adds a tremendous amount of expertise to our team as we continue to execute our strategic initiatives. His addition further enhances our talented management team and bolsters Denbright as one of the most scaled and sophisticated dental lab platforms in the North America."

About Denbright

Denbright Dental Labs is a full solutions multi-site dental laboratory company that provides high-quality dental prosthetics for cosmetic dentistry (full arch, single and multi-unit anterior crowns and bridges, and veneers), general dentistry (single and multi-unit posterior crowns and bridges), implants (single unit, bridge, and full mouth), surgical solutions, and removable dental products (dentures, custom trays, and nightguards). Denbright has invested heavily in its digital workflow capacity and has ~180K sq. ft. in manufacturing space across its facilities, with additional capacity through partnerships with trusted offshore manufacturing providers. With approximately 750 employees across seven laboratories, Denbright serves over 10,000 customers throughout North America. Additional information is available at www.denbright.com.

About O2 Investment Partners

O2 Investment Partners is a Midwestern-based private equity firm that seeks to invest in lower middle market niche services, technology, and select industrial companies. The firm invests in businesses with earnings growth potential and a clear path to the creation of shareholder value. O2 invests with a view toward partnering with management to build and grow the business and take it to its next stage of development. This requires not only a clear vision and strategic plan to create shareholder value, but a close partnership and alignment of interest with management. Additional information is available at www.o2investment.com.

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