

PRESS RELEASE

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Announcing Denbright Dental Labs

Seven leading labs come together to form a new integrated dental lab company built to be a leading partner for digital workflow adoption, clinical education, and world-class dental prosthetics fabrication

Denbright Dental Labs is made up of Frontier Dental Laboratories, NuArt Dental Lab, Burbank Dental Lab, Jason J. Kim Dental Aesthetics, D&S Dental Laboratory, Friendship Dental Laboratories, and Absolute Dental Services

EL DORADO HILLS, Calif.-Frontier Dental Lab Group, a portfolio company of O2 Investment Partners (www.o2investment.com), has rebranded as Denbright Dental Labs “Denbright” (www.denbright.com), a full solutions dental lab company offering world class, high-quality dental prosthetics with a focus on customer support, technology, digital adoption and continuing education. Denbright is a network of seven leading dental labs across the country with a combined 300+ years in business. The company boasts an impressive pool of talented technicians, artists and accredited educators with more than 700 employees from 16 cities across the United States and Canada.

“We believe the modern-day dental lab should be a full solutions partner rather than just a full-service lab,” said Brent West, CEO of Denbright. “Our collaborative national lab network ultimately gives our customers unique and direct access to a broad range of services and technologies brought to our integrated platform by each of our world-class labs, while still receiving local support from the teams their customers know and trust.”

“Each Denbright lab will continue to fabricate and offer the products and services they have always delivered to their individual customers,” said Conrad Rensburg, Chief Strategy Officer of Denbright. “We now will collectively offer additional specialty services like surgical solutions, digital dentures, high-end veneers, all-on-x hybrid services, and complex case support, all produced by some of the best technicians in the industry.”

Denbright offers high-quality dental prosthetics for cosmetic dentistry, general dentistry, implants, surgical solutions, and removables, and a full set of solutions to assist with digital integration and clinical education to a loyal and diversified customer base of private practices, DSOs, governmental institutions, and universities. By sharing resources, leveraging labs’ combined expertise, and driving technology adoption, Denbright offers its customers a pathway for accelerated growth through a broader and more diverse set of dental solutions and expanded geographic reach. Denbright’s labs include Frontier Dental Laboratories, NuArt Dental Lab,

Burbank Dental Lab, Jason J. Kim Dental Aesthetics, D&S Dental Laboratory, Friendship Dental Laboratories, and Absolute Dental Services.

Jimmy Frye at O2 commented, “Denbright has grown to be one of the largest and most advanced dental labs in the country and is comprised of some of the most well-known companies in the industry. The platform is led by a best-in-class management team who is dedicated to offering the highest levels of service and technological innovation to their customers. We are proud of our team and believe their approach to collaboration, technology adoption and customer support is truly differentiated within the industry.”

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 ~190K sq. ft. in manufacturing space across its facilities, with additional capacity through partnerships with trusted offshore manufacturing providers. With approximately 700 employees across seven laboratories, Denbright serves over 5,000 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 acquire majority interests in lower middle market B2B 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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