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News Release

For Immediate Publication

FOR IMMEDIATE RELEASE

INTUITIVE, PRODUCTIVE FEATURES DEFINE NEW DIGITAL PANORAMIC SYSTEM FROM PROGENY[®], A MIDMARK COMPANY

Vantage[™] System showcased at Chicago Midwinter Meeting 2010

VERSAILLES, Ohio – (February 24, 2010) – Progeny[®], the leading manufacturer of intraoral X-rays in the U.S., announces the debut of the Vantage[™] Digital Panoramic System at the Chicago Dental Society Midwinter Meeting, Feb 25-27, 2010 in Booth 2411. Vantage is designed to bring full-featured yet affordable digital panoramic imaging to general dentistry.

Vantage offers an exceptional range of features that include advanced user tools, expanded kV and mA range, field-selectable left or right patient entry and a dedicated PC workstation with software included standard on every system. The system is designed for immediate productivity “out of the box.”

Powered by the latest CCD imaging technology, automatic spinal compensation and Progeny's 3-Motion[™] Imaging Rotation, Vantage delivers consistent, detailed images for analysis and diagnosis. Workflow enhancements include three lasers for precise positioning, left and right mechanical controls, four pre-programmed exam selections and the unique VantageTouch[™] user interface.

VantageTouch functions much like today's smart phones and gives new meaning to “user-friendly”. Its intuitive, multi-touch technology allows clinicians to access any function with speed and confidence just by touching the screen. Exam set-up, real-time image preview and exam status are all quickly accessed at the VantageTouch control. Exam customization and even routine maintenance procedures are all available through VantageTouch.

In addition to its many system features, Vantage also includes a dedicated computer workstation with TWAIN enabled software as standard features. The system can be interfaced with existing practice management software or images can be captured using Progeny Imaging Software.

“Vantage is focused on simplicity backed by sophisticated technology,” said Ed McDonough, president of Progeny. “We started with a blank page and asked ourselves ‘how much can we put in’? The result is an exceptional system that delivers easy installation, enhanced productivity and customer comfort at a very affordable level. We believe Vantage will set a new standard in digital panoramic imaging.”

About Midmark Dental

Dedicated to helping dental professionals deliver the most efficient patient care, Midmark offers a complete line of innovative equipment solutions for operatories, instrument processing and central utilities. The Midmark Artizan™ Dental Furniture line and Integra™ Dental Casework offer the most comprehensive cabinetry solutions available from a dental manufacturer. And, its line of ergonomic dental chairs with patented integrated armrests is recognized for comfort and style. Designed to deliver exceptional value and productivity to high-tech dental practices, including intra-oral dental X-ray, digital panoramic and digital sensor systems, the Progeny dental imaging products lead the industry with more than 33,000 intra-oral X-ray installations. In addition, Midmark offers quality lighting, reliable delivery systems, ergonomic seating, air compressors and evacuation systems, as well as market-leading sterilizers.

About Midmark

Midmark Corporation brings efficient patient care to millions of people each day in the human and animal healthcare industries around the world. The most trusted name in medical, dental and veterinary healthcare equipment solutions, Midmark is committed to providing innovative products and services for the healthcare professional, integrating value-added technology into everything it does. With over 1,100 teammates worldwide, Midmark is dedicated to making a positive difference in the practice of healthcare. Headquartered in Versailles, Ohio, Midmark Corporation maintains four subsidiaries in the United States. To support international healthcare markets, it holds a subsidiary in France, and partners with a leading healthcare manufacturer in India. For more information about Midmark, visit the company's Web site at www.midmark.com.

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