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# News Release

## For Immediate Publication

### FOR IMMEDIATE RELEASE

#### **Midmark Announces Progeny VantageTrust<sup>SM</sup>, an Industry First That Takes Panoramic X-ray Support to a Whole New Level**

**VERSAILLES, Ohio – (November 2, 2011)** – In February 2010, Midmark introduced the Progeny Vantage<sup>TM</sup> Digital Panoramic System at the Chicago Midwinter Dental Meeting. Today, Midmark is pleased to announce VantageTrust<sup>SM</sup>, an enhanced level of support that helps ensure proper patient positioning, a critical component in achieving quality panoramic images. The latest in a long line of innovation, VantageTrust helps further Midmark's mission to create efficient and effective patient care.

"Midmark understands there is a learning curve to using a panoramic X-ray machine," says Ed McDonough, president, Progeny, a Midmark Company. "VantageTrust is a patent pending solution that goes well beyond a one-time training event to ensure the panoramic system is being used properly and effectively."

VantageTrust provides a quality customer experience and a higher level of training and support. With the practice's permission, panoramic images are sent to Midmark via a direct, web-based link, including the practice and the date/time the image was taken. No patient information is collected. Feedback is then sent to the practice regarding tips for improved positioning. VantagePlus reports improve the consistency and quality of panoramic imaging by providing near real-time feedback, training and coaching to Vantage owners.

For dentists, VantageTrust helps ensure accurate images and a trouble-free outcome. For dealers, VantageTrust helps verify that Vantage is being used properly before a technician even makes a visit, or a practice endures frustration over poor image quality.

Vantage delivers detailed diagnostic images with dependable consistency through a powerful combination of technology advancements. Now it offers an industry first — ongoing support and training that helps ensure a practice makes the most of its technology.

For more information, please visit [progenydental.com](http://progenydental.com) or [midmark.com](http://midmark.com).

#### **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<sup>TM</sup> Dental Furniture line and Integra<sup>TM</sup> 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 40,000 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 more than 1,400 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 subsidiaries in France, India and Italy. For more information about Midmark, visit the company's Web site at [midmark.com](http://midmark.com).

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