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**ORMCO CORPORATION TO HOST THIRD ANNUAL SMILE FOR A LIFETIME FUNDRAISER
AT ITS 2013 DAMON FORUM**

*Dinner and Dance Event to Feature Ortho's Got Talent Competition with Proceeds Benefitting
Organization that Provides Free Orthodontic Care to Underserved Children*

ORANGE, Calif. (Jan. 28, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced it will host its third annual Damon Forum fundraiser, benefitting the [Smile for a Lifetime Foundation](#) (S4L), on Friday, Feb. 15, 2013, from 7 p.m. to 11:30 p.m. EST. Running in conjunction with the 12th Annual Damon Forum—a practice-building conference that is designed specifically for orthodontists—fundraiser attendees will help fund S4L's core mission to provide free, quality orthodontic care to underserved children with financial challenges.

"S4L continues to grow and 2012 was a big year, as we started a key national partnership with Boys & Girls Clubs of America—helping our local chapters find qualified applicants—while hitting the 1,000 patients treated milestone," said Dr. Ronald Redmond, national board president of S4L. "Last year, the Damon Forum fundraiser raised \$75,000 and this year we hope to exceed that number as we look to capitalize on our 2012 successes and enhance the organization with an entirely new national college scholarship program for recipient alumni."

In addition to a dinner and dance, the event will feature a first-of-its-kind Ortho's Got Talent karaoke competition, where orthodontic industry peers will take center stage and perform with a live band, backup singers and dancers. A performance by country music recording artist [Payton Taylor](#), who recently finished treatment with Ormco's [Damon® Clear™](#), is also scheduled. There will also be a *Smilent* Auction that will feature donated items such as an iPad mini, hot air balloon ride, trips to destinations including Cancun, Mexico and Napa, Calif., and more. Auction items can be viewed online at www.biddingforgood.com/smileforalifetime and all bidding can be done online via a smartphone or computer.

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“Ormco is proud to support S4L, as every day we see through our doctor’s eyes the life changing benefits a beautiful, straight smile brings to children,” said Vicente Reynal, president of Ormco. “We are excited to host this year’s fundraising event and play our part in contributing to a special cause that gives the gift of a smile to admirable children who do not have the opportunity to undergo orthodontic care without financial assistance.”

As primary sponsor of S4L, Ormco provides free brackets and wires to the orthodontists who award and treat S4L scholarship recipients. In addition to hosting fundraising events, the company has donated more than \$100,000 in products.

For more information about this year’s Damon Forum fundraiser, please visit damonforum.com. Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Connect with Ormco on Facebook at www.facebook.com/DamonSystemBraces, www.facebook.com/insigniasmile or Twitter at [@Ormco](https://twitter.com/Ormco).

About Smile for a Lifetime Foundation

The mission of Smile for a Lifetime Foundation (S4L) is to create self-confidence, inspire hope and change the lives of children in their communities in a dramatic way. The gift of a smile can do all this for a deserving, underserved individual who, in turn, can use this gift to better themselves and their community. During treatment, many S4L local chapters also encourage scholarship recipients to participate in community service through a “pay it forward” program inspiring young people to participate in lifelong giving.

About Ormco

Ormco is dedicated to manufacturing innovative products that improve the clinician's opportunity to achieve excellent results in the least amount of time, in the fewest number of appointments, and with the greatest patient comfort. Distinguished products range from legacy twins Titanium Orthos™ and Mini-Twin™ to self-ligation with the Damon® System and new active Prodigy™ SL as well as Insignia™ Advanced Smile Design, a combination of 3-D software and an expansive menu of customized treatment options ranging from aligners, such as Insignia Clearguide™ Express, to fixed appliances. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit the Ormco website.

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