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LYTHOS™ DIGITAL IMPRESSION SYSTEM EARNS 2013 GOOD DESIGN™ AWARD

Prestigious International Consumer Product Design Award Honors Ormco Corporation's Intraoral Scanner

ORANGE, Calif. (Feb. 10, 2014)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, was named a winner in the medical category of the 2013 GOOD DESIGN™ Awards for its [Lythos™ Digital Impression System](#). Founded in Chicago in 1950, GOOD DESIGN is one of the oldest and most prestigious programs for international design excellence, and has recognized the achievements of some of the world's most innovative manufacturers and FORTUNE 500 companies.

"Being in the company of previous honorees such as Apple, BMW and Samsung is quite an honor, and speaks to our ongoing commitment to the premium design of our products. In creating Lythos, we knew that this game-changing technology needed an equally sophisticated design," said Patrik Eriksson, president of Ormco. "This recognition pushes us to continue developing cutting-edge tools, enabling the success of our customers."

Lythos Digital Impression System eliminates the need for traditional PVS impressions through the power of digital scanning. Developed with high-end technology and intuitive features, the advanced intraoral scanner utilizes state-of-the-art, AFI, high-speed laser video technology to record data in real time with high-definition detail. The scanner is both lightweight and compact, making it a discrete solution for the practice environment and easy to transport from operator to operator.

The GOOD DESIGN Awards program is organized annually by The Chicago Athenaeum Museum of Architecture and Design. For a complete list of winners, visit: <http://www.chi-athenaeum.org/gdesign/index.html>.

To learn more about Lythos, please visit www.ormco.com/lythos. 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 <http://www.facebook.com/InsigniaSmile>, or Twitter at [@Ormco](https://twitter.com/Ormco).

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. 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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