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ORMCO CORPORATION TRANSFORMS LOYALTY REWARDS PROGRAM INTO LIFETIME REWARDS

Orthodontists Now Benefit from No Point Expirations and New Products from Affiliate Companies

ORLANDO (Feb. 13, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced at its [12th Annual Damon Forum](#) that it has transformed its Ormco Loyalty Rewards Program to Ormco Lifetime Rewards to reflect dramatic program improvements that will better serve the orthodontic community.

The enhanced program now allows members to earn points that never expire, as well as accumulate points for purchases through Allesee Orthodontic Appliances (AOA), Ormco's laboratory for customized orthodontic appliances. In addition, the program will soon feature a number of non-Ormco products including CaviWipes™ from TotalCare and HiRes® 2 loupes from Orasoptic, while also providing valuable savings for the Gendex GX DP-700™, i-CAT® FLX and i-CAT® Next Generation.

“Never before has the industry seen a program structured like Ormco Lifetime Rewards, where points never expire and those points can be redeemed for hundreds of free products,” said Vicente Reynal, president at Ormco. “Ormco is committed to being a career-long partner with all of our customers and believes this new rewards platform will make a positive, enduring impact on practices, increasing business efficiency and cost savings.”

The Ormco Lifetime Rewards program is available to qualified Ormco customers, new and existing, in the U.S. and Canada. Enrolled members can redeem points at any time on hundreds of Ormco products, or put them towards select seminars and continuing education courses. Coming soon to the program, members may also choose to use points on vouchers and discounts from Ormco's sister companies. Utilizing the Ormco Lifetime Rewards online dashboard, clinicians can quickly and easily track points earned and spent, and assess how rewards are impacting practice savings. Additionally, members are the first to learn about Ormco's cutting-edge products, technologies and services.

To learn more about the benefits, terms and conditions of the Ormco Lifetime Rewards program please visit www.ormcorewards.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 and www.facebook.com/insigniasmile, or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

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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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