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ORMCO CORPORATION LAUNCHES ENHANCED DAMON DOCTOR LOCATOR

Intuitive Web, Mobile and Facebook Interfaces Offer Increased Visibility for Damon System® Doctors, and Simplified Doctor Location for Patients Seeking Treatment

ORLANDO (Feb. 13, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced the launch of an enhanced [Damon Doctor Locator](#)—a powerful, cross-platform tool that now enables potential patients to quickly and easily find the nearest Damon System® orthodontists via the web, Facebook and web-enabled devices. The Damon Doctor Locator is a value-added tool from Ormco, created to help drive new patients to Damon System practices with ease and efficiency through a streamlined, user-friendly orthodontic search portal.

While the design of the interface is rooted in simplicity, the Damon Doctor Locator is driven by advanced web technologies. With an enlarged map, animated features and a larger pool of displayed search results, prospective patients can seamlessly scroll through an increased number of Damon Doctor options within seconds of the initial search. The Damon Doctor Locator uses location detection technology to guarantee precise search results and present users with a list of Damon Doctors in their area, without ever requesting an address or postal zip code. Additionally, newly added share functionality allows family members and friends searching on behalf of an individual in need of treatment to send search results via email, Facebook and Twitter.

“In addition to multi-platform accessibility, the Damon Doctor Locator’s ability to allow family members and friends to easily share search results and doctor contact information with those in need of treatment further extends our practice reach and likelihood of attracting new patients,” said John Graham, D.D.S., M.D. “Ormco’s work to better an already effective tool is helping to increase my practice visibility among today’s busy, mobile driven and social media savvy adults and teens.”

The continued innovation of the Damon Doctor Locator is a result of Ormco’s dedication to leveraging today’s mobile commerce and social media trends to create more opportunity for orthodontists within the online space. It’s with this in mind that the company has optimized the Damon Doctor Locator for use with connected devices, such as smartphones and web-enabled tablets. Similarly, Damon Doctors also have the opportunity to capitalize on expanding social media popularity among consumers with the Damon Doctor Locator Facebook application. Patients seeking orthodontic treatment can easily access the Damon Doctor Locator without leaving Ormco’s [Damon System Braces Facebook](#) page. The same user-friendly features and share capabilities are accessible via the Damon Doctor Locator mobile site and Facebook application.

“We are committed to supporting Damon System Doctors in their efforts to increase practice visibility and generate new patient traffic,” said Vicente Reynal, president of Ormco. “We firmly believe that the

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most successful practices are those that use multiple channels of communication to interact directly with consumers. With the redesigned Damon Doctor Locator, we've harnessed the power of the ever-changing digital landscape to create a fluid user experience—on web, mobile and Facebook—that will help Damon Doctors elevate their online footprint.”

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or Ormco@formulapr.com. Connect with Ormco Facebook at facebook.com/damonsystembraces, or Twitter at [@Ormco](https://twitter.com/Ormco) and [@DamonBraces](https://twitter.com/DamonBraces).

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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