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ORMCO PARTNERS WITH WEO MEDIA TO EXPAND MARKETING SERVICES AND CAPABILITIES FOR ORTHODONTISTS

Award-Winning Marketing and Communications Firm Aims to Provide Doctors with Traditional and Digital Marketing Services

ORANGE, Calif., (July 17, 2017)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, announces an exclusive partnership with [WEO Media](#)—a full service dental marketing and communications company—that will provide Ormco doctors with a variety of comprehensive marketing solutions. Ormco doctors will be granted access to promotional co-marketing packages, preferential pricing and more. Intended to help orthodontists identify specific marketing needs, generate exceptional ROI and ultimately grow a practice, WEO Media’s full range of capabilities include: custom and mobile website creation, search engine optimization (SEO), pay-per-click ads (PPC), social media management, online patient reviews/reputation management, premium Healthgrades profiles, Yelp advertising, custom video production, direct media marketing, patient newsletters, graphic design, branding and more.

“Strengthening the practice marketing capacity of our orthodontists has always been one of Ormco’s top priorities, and this partnership provides doctors with an accessible, strategic opportunity to increase visibility and drive patients to their practices via multiple channels,” said Patrik Eriksson, president of Ormco. “WEO Media has a strong reputation and presence within the dental specialist industry, which has many business similarities to our orthodontic community. Its impressive track record of generating tangible results and helping practitioners acquire and retain patients is something that we believe our doctors will absolutely take advantage of.”

In addition to its inaugural foray into the orthodontic sector, WEO Media is a full-service marketing firm that exclusively focuses on oral health practice marketing. The agency utilizes month-to-month contracts, allowing optimal flexibility for customers to quickly renew or adjust service plans based on current marketing priorities. Ormco customers will receive exclusive promotional, co-marketing packages through WEO Media, in addition to preferential contract pricing.

“Ormco is a perfect match for our agency’s capabilities and offerings,” said Ian McNickle, CEO and co-founder of WEO Media. “We pride ourselves on demonstrating outstanding customer service and service customization, and we’ve dedicated our work to assessing doctor needs, which is evident in our customer retention and satisfaction figures. We retain about 92 percent

of our clients on a yearly basis, and are able to generate five to ten times a client's return on investment, on average. It's rewarding to see these practices grow hand-in-hand with us, and we're thrilled to see how we can help Ormco doctors do the same."

WEO Media currently works with hundreds of U.S.-based practices that specialize in oral and dental care. Last year, WEO Media was recognized for its outstanding achievement in marketing, and the company was honored with the Cellerant "Best of Class" Technology Award for Websites and Online Marketing at the annual ADA conference in Denver.

For additional information, or to learn more about WEO Media and its partnership with Ormco, please talk to your sales rep or visit www.ormco.com.

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 Inspire ICE™, Titanium Orthos™ and Mini Diamond™ to self-ligating appliances with the Damon™ System, including Damon Clear 2, and the Alias™ lingual straightwire system. 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 Ormco at www.ormco.com or call us at 800-854-1741.

About WEO Media

Founded in 2009, WEO Media is a national dental marketing agency that helps dentists acquire new patients, reactivate past patients, and better communicate with existing patients. Our comprehensive dental marketing services include custom websites, mobile websites, search engine optimization (SEO), pay-per-click (PPC), patient newsletters, social media management, video production and marketing, direct mail campaigns, online reputation management, online secure forms, online payment portals, photography, patient surveys, secure email, graphic design, and branding. For more information visit <http://www.weodental.com>.

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