



CONTACT:

Robin Dwyer
Formula PR
619-234-0345
ormco@formulapr.com

ORMCO CORPORATION LAUNCHES NEW LOYALTY REWARDS ONLINE PLATFORM WITH ENHANCED FUNCTIONALITY FOR ORTHODONTISTS

Redesigned Ormco Loyalty Rewards Center Offers Industry's Only Online Loyalty Platform for Placing Orders and Accessing Up-To-Date Account Information

ORANGE, Calif. (August 22, 2012)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced the launch of its redesigned [Ormco Loyalty Rewards](#) online platform to provide orthodontists with enhanced shopping functionality and tools to better manage account purchases, rewards points and program compliance. As the orthodontic industry's only online loyalty rewards center that allows clinicians to place orders and track account information, the revamped member-only site is streamlined to make shopping, ordering and management more efficient.

With a new and improved look, the Ormco Loyalty Rewards online center offers members better visibility to account information, including points earned and spent as well as a bonus monitoring tool that tracks eligibility to receive increased rewards points throughout the year. The platform's dashboard also provides users with a program utilization tool to assess how the rewards are impacting a clinician's overall practice. Additionally, with a simplified navigation, orthodontists can browse purchase selections with ease and have confidence that each order is accurate.

"The Ormco Loyalty Rewards program is a way for us to help orthodontists improve business operations, while showcasing our commitment to providing bonuses for utilizing Ormco's advanced products, as the new platform—with increased visibility of rewards—clearly outlines how points are accumulating while simultaneously measuring the program's impact on a practice," said Vicente Reynal, president at Ormco. "This platform is our opportunity to thank orthodontists for their continued dedication to using Ormco's products and help reduce practices' peripheral costs."

The Ormco Loyalty Rewards program is designed to give back to orthodontists who are committed to using Ormco's innovative selection of orthodontic appliances, as members earn points on every dollar spent. The points can be redeemed for hundreds of products as well as put towards seminars and continuing education courses. In addition, Ormco Loyalty Rewards members are among the first to be informed of new cutting-edge products, technologies and services released to the market. To become a member of the Ormco Loyalty Rewards program or to learn more about its benefits, please contact Ormco.Rewards@sybrondental.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 [Facebook.com/DamonSystemBraces](https://www.facebook.com/DamonSystemBraces), or Twitter at [@Ormco](#) and [@DamonBraces](#).

(more)

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™ Clearguide™ Express, which puts aligner design control in the doctors' hands. 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.

###