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LYTHOS™ DIGITAL IMPRESSION SYSTEM NAMED 2013 BEST IN BIZ AWARD WINNER

Ormco Corporation's High-Tech Intraoral Scanner Honored as Silver Winner in Best New Product of the Year Category

ORANGE, Calif. (Dec. 18, 2013)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, was named a winner in the [2013 Best in Biz Awards](#), the only independent business awards program judged by members of the press and industry analysts. The [Lythos™ Digital Impression System](#) was recognized as a silver winner in the Best New Product of the Year, Small or Medium Business category. Winners of 2013 Best in Biz Awards were determined by an independent panel of 50 judges from top-tier news, business and technology publications, as well as broadcast outlets and analyst firms. Lythos was honored alongside a number of innovative products from leading technology companies including Hewlett-Packard, SanDisk and Dell.

“This acknowledgement, from the Best in Biz Awards and its respected panel of judges, speaks to Lythos’ innovation and ability to offer orthodontists a state-of-the-art, practice enhancing treatment tool,” said Vicente Reynal, president of Ormco. “We’re honored to receive recognition for our dedication to the digital orthodontic industry and the important role that Lythos Digital Impression System has played in advancing the way leading orthodontists treat patients.”

Lythos Digital Impression System is designed to harness the power of digital scanning to reduce the need for traditional PVS impressions. The advanced intraoral scanner, which delivers an accurate digital dual-arch capture, was developed to help make orthodontists’ transition to digital impressions easier and more efficient. To support seamless practice adoption and ensure the scanner is a sound financial investment, Lythos includes a unique open platform—allowing data to be easily integrated with orthodontic labs and manufacturers to produce a variety of custom appliances and/or study models—and a robust rebate program.

“This year’s Best in Biz Awards’ winners are truly outstanding; they embody excellence in the business and technology industries by demonstrating passion and dedication to their work,” said Jonathan Roubini, leading technology expert and editor in chief of Lab Reviews, judging his third Best in Biz Awards program.

The 2013 Best in Biz Awards program, focusing on companies based or operating in North America, was the most competitive in its history, with a record breaking number of award submissions. More than 500 entries were received, from public and private companies of all sizes and from a variety of industries and geographic regions in the U.S. and Canada. For a full list of gold, silver and bronze winners, visit:

<http://www.bestinbizawards.com/2013-winners>.

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](http://www.ormco.com) website.

About Best in Biz Awards

Best in Biz Awards recognizes top companies, teams, executives and products for their business success as judged by established members of the press and industry analysts. Best in Biz Awards honors are conferred in three separate programs annually: North America, EMEA, and International. Entries are currently being accepted in the third annual Best in Biz Awards 2013 EMEA (Europe, Middle East and Africa) program, until the final entry deadline on January 24, 2014. Any organization from any industry operating in EMEA may enter any of the more than 50 company, department or team, executive and product categories. For more information about the entry process and categories in the EMEA program, please visit: <http://emea.bestinbizawards.com>.

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