

PULPDENT CORPORATION

Press Release

For further information contact:

Pulpdent Corporation

80 Oakland Street • Watertown, MA • 02471-0780 USA

(617) 926-6666 / (800) 343-4342 / pulpdent@pulpdent.com

PULPDENT EMBRACE™ SEALANT FEATURED ON TELEVISION SHOW

WATERTOWN, MA: October 22, 2009 — Pulpdent's Embrace™ Wetbond™ Pit & Fissure Sealant was featured on "The Doctors" television show, in a segment that aired October 12th featuring "Extreme Makeover" cosmetic dentist Dr. Bill Dorfman. The segment can be viewed online at www.thedoctorstv.com/main/procedure_list/635.

The episode, "Top 'C' Words Everyone Hates," included cavities as one of the "C" words. In that segment, Dr. Dorfman explained the value of sealants in protecting teeth and then demonstrated by applying Embrace WetBond Pit and Fissure Sealant to his own daughter's teeth in a dental operatory set up in the television studio.

Embrace WetBond is the only pit and fissure sealant that bonds to the moist tooth, making it easier and faster to apply and less technique sensitive. Moist field placement facilitates the sealant procedure, especially when treating children, and ensures best results. Published studies show unsurpassed results with Embrace.

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