



FOR IMMEDIATE RELEASE

Heraeus Partners With Non-Profit Lab Foundation; Will Donate Portion of Scrap Refining Profits

Charitable contribution based on recruitment of new NADL/FDLT member labs that use Heraeus refining services

SOUTH BEND, IN, May 24, 2011— Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, announces a new partnership with the Foundation for Dental Laboratory Technology, a non-profit 501(c)(3) whose purpose is to advance the profession of dental laboratory technology. As part of the partnership, Heraeus Precious Metal Refining will provide a charitable contribution to the Foundation for Dental Laboratory Technology (FDLT) based on the value of refined scrap from all NADL/FDLT member laboratories that use its services.

The quarterly donations will be determined by the scrap each NADL/FDLT member laboratory refines with Heraeus Precious Metal Refining. More specifically, for every NADL/FDLT member laboratory that refines with Heraeus Precious Metal Refining, Heraeus will contribute 2% of profit for scrap refined from the customer.

"The Foundation is excited about this visionary partnership with Heraeus Kulzer Scrap Refining," says R.J. DeLapa, Jr., chairman of the Foundation for Dental Laboratory Technology. "The initiative of Heraeus to work with its customer base in this manner is a generous give-back to the industry, and funds generated will allow the Foundation to deliver additional programs and services to support dental laboratory education in the marketplace."

The FDLT's stated mission is to advance the dental laboratory technology profession. It works to accomplish this by addressing industry-driven needs and providing relevant and accessible solutions to dental technicians and team members. Based in Tallahassee, FL, FDLT was incorporated in 2008. Initial funding for FDLT was provided by the National Association of Dental Laboratories (NADL), which continues to maintain a close relationship with the organization.

FDLT is supported and sustained by ongoing charitable contributions and donations, which it continues to seek, and is committed to addressing 3 main industry challenges:

- Declining number of educated dental technicians
- The gap between dental technicians' expected knowledge/skills and the opportunities to acquire those skills and knowledge
- Continuously advancing technology and the growing expectation of technicians to stay current and advise dentists on emerging technologies and materials

Heraeus Precious Metal Refining, the key to higher returns from dental scrap metal, is a direct refiner as well as the world's largest private refiner. Heraeus heats, melts, separates, and analyzes precious metals in one location to give laboratories and dentists the highest possible return for their dental scrap metal. By eliminating surprise fees and minimum lot charges, Heraeus is able to give its customers the utmost in value and service.

Already the gold-standard in dental esthetics materials, Heraeus rounds out its services with its precious metals refinery, a well-respected industry veteran that has been in business for more than 50 years. Its Newark, NJ-based, state-of-the-art refinery receives more than 25,000 scrap shipments annually, 80% of which are from return customers. Because it processes its own scrap from beginning to

end, Heraeus offers direct, personalized contact without any middlemen, which saves time and money for its valued customers.

For more information on Heraeus Precious Metal Refining, call **(877) 431-1785** or visit www.heraeusdentalusa.com or www.heraeus-scrap.com. For more information on the Foundation for Dental Laboratory Technology, call **(866) 627.3990** or visit www.dentallabfoundation.org.

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About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with over 155 years of tradition. Our businesses include dental products and biomaterials, precious metals, sensors, quartz glass, and specialty lighting sources. With product revenues approaching € 2.6 billion and precious metal trading revenues of € 13.6 billion, as well as more than 12,300 employees in more than 110 companies worldwide, Heraeus holds a leading position in its global markets.

About Heraeus Kulzer Dental: *Transforming Lives*

The Heraeus Kulzer Dental Division mission is to advance the oral health of patients around the globe. To that end, we continually apply our research, science and global resources to deliver unparalleled innovation and exceptional products to both dental practitioners and laboratories. While product safety and efficacy are always our main goals, we also aim to create value-based products that unlock new levels of productivity in dental practices and dental laboratories. Interrelated products including the Venus[®] brand of low stress composites, Venus White[®] Whitening Systems, Flexitime[®] Impressions Systems, Gluma[®] Desensitizers, iBond[®] Bonding Solutions, PALA[®] Mondial[®] Teeth, and Modern Materials[®] Gypsum Products offer exceptional diagnosis, treatment, and restorative care.

Heraeus also collaborates with health care providers, researchers and academic institutions to support community wellbeing and overall oral health. To that end, Heraeus is a corporate supporter of the National Children's Oral Health Foundation, a nonprofit organization that provides access to care for thousands of underserved children, and the Breast Cancer Research Foundation.

Heraeus is also one of the leading dental alloy refiners in North America with over 50 years experience. For more information on Heraeus or its products, call **(800) 431-1785** or visit www.heraeusdentalusa.com.

Media Contact:

Susan Love, Carlen Media Group
408.867.6324
cmg_susanlove@yahoo.com

