

Media Release

ZURICH, SWITZERLAND – 11 JANUARY 2010

Nobel Biocare establishes Preferred Partner Program with Ivoclar Vivadent

Nobel Biocare announced today that it has signed a preferred partnership agreement with Ivoclar Vivadent as part of a newly established Preferred Partner Program. The collaboration with Ivoclar Vivadent will offer Nobel Biocare additional access to high-performance ceramic and acrylic prosthetic materials, thereby enabling Nobel Biocare to expand its leading restorative and prosthetic portfolio through new products, solutions and materials. This partnership also includes the development of new materials, joint educational and training programs and commercial activities.

Preferred Partner Program with leading dental material providers

Nobel Biocare has initiated a Preferred Partner Program with selected dental material providers with the goal of further strengthening NobelProcera's leading market position in CAD/CAM-based dentistry. The resulting collaborations will afford Nobel Biocare access to a wider range of state-of-the art and high-performance dental materials, and thus enable it to offer customers an even broader portfolio of restorative and prosthetic solutions. Nobel Biocare's extended offer will include new products, better veneering solutions, cost-effective treatment options and complete solutions for edentulous indications.

First partnership agreement signed with Ivoclar Vivadent

The partnership agreement signed with Ivoclar Vivadent, a worldwide market leader in restorative and prosthetic materials for dentists and dental technicians, will provide Nobel Biocare access to high-performance ceramic and acrylic materials. Nobel Biocare will consequently further expand its comprehensive portfolio of prosthetic solutions that offer outstanding esthetics, strength and fit for every indication and restorative need. Under the terms of the agreement, the partnership with Ivoclar Vivadent also involves joint research and development programs, the sharing of clinical research and studies, educational and training programs for dental laboratories and clinicians as well as joint commercial activities. The agreement with Ivoclar Vivadent will complement Nobel Biocare's recent launch of a new scanner, software, broad range of new prosthetic products and materials and strengthen the company's position as the industry's leading full solution provider and partner of choice in dentistry.

Domenico Scala, CEO Nobel Biocare: "This partnership with the world-leading dental materials provider, Ivoclar Vivadent, marks another step in our strategy to strengthen NobelProcera's position as a key offer in CAD/CAM dentistry. This cooperation, which also encompasses research, development and education, ensures optimal product fit between the two providers, leading to better clinical results for dental professionals and their patients."

"As a leading materials company we see a partnership with Nobel Biocare as an ideal combination of premium skills – milling systems and materials", said Robert Ganley, CEO of Ivoclar Vivadent. NobelProcera is a leader and pioneer in CAD/CAM dentistry while Ivoclar Vivadent is a market-leading materials company with innovative ceramics, such as IPS e.max CAD, and a unique acrylic provisional material system that is due to be launched in 2010."

Areas of partnership with Ivoclar Vivadent

The partnership agreement with Ivoclar Vivadent covers the following areas:

IPS e.max ceramics for full contour crowns

Ivoclar Vivadent will provide Nobel Biocare with IPS e.max CAD lithium disilicate ceramics for the production of full contour crowns. IPS e.max lithium disilicate ceramics material offers premium material strength, excellent translucency for high esthetics and long-term durability. IPS e.max ceramics can be used for final restorations on natural teeth and implants. Nobel Biocare will start to launch its new range of IPS e.max products as of mid-2010. The IPS e.max products will be milled in Nobel Biocare's state-of-the-art industrial milling centers, ensuring optimal product quality.

High-performance acrylics for an expanded range of temporary prosthetic solutions

Ivoclar Vivadent will provide Nobel Biocare with newly developed acrylic material for temporary crowns and bridges. Together with NobelProcera's state-of-the-art CAD design and unique CAM manufacturing process, Ivoclar Vivadent's acrylics material will represent a durable prosthetic solution with excellent surface finish and fit. The new temporary solution will be introduced to the market as of March/April 2010.

Veneering solutions

Ivoclar Vivadent offers a broad choice of veneering solutions. Both parties have joined forces to develop a unique certification process that ensures the highest standards for final restorations based on their combined product offerings. NobelProcera customers will benefit from veneering solutions and procedures fully compatible with NobelProcera products and materials.

Commercial, training and research partnership

According to the partnership agreement, the prosthetic collaboration includes the development of new materials, as well as training, educational and commercial activities. Nobel Biocare will promote Ivoclar Vivadent's veneering material while the new Nobel Biocare CAD software will grant NobelProcera customers access to Ivoclar Vivadent's tooth library. Both parties will combine their leading training and education competencies to offer customized training programs for acrylic solutions, IPS e.max solutions, veneering, denture prosthetics, and treatment planning, preparation and placement techniques.

About dental CAD/CAM

Tooth restoration is increasingly driven by the computer-aided design (CAD) and computer-aided manufacturing (CAM) of the prosthetics. Modern dental prosthetics such as crowns and bridges are designed by computer (CAD) and then milled on computerized machines (CAM) from metals or ceramics. This procedure is considerably more efficient and is progressively replacing traditional labor-intensive processes such as casting, layering and firing. CAD/CAM prosthetics are also used in combination with dental implants. The manufacturing of CAD/CAM prosthetics takes place either directly in the laboratory or in a centralized milling center on high precision industrial machines. Centralized milling options are becoming increasingly common as laboratories gain full access to a wide product and material spectrum at only a fraction of the costs (approximately 25% of in-lab systems as they only need to invest in the scanner technology). CAD/CAM based dentistry is one of the fastest growing market segments in dentistry. Nobel Biocare is the market leader in outsourced central milling for all-ceramic CAD/CAM prosthetics. With NobelProcera, Nobel Biocare offers the best-documented and leading solution on the market with around 5,000 systems in 54 countries and over 8 million restorations to date.

About Ivoclar Vivadent

Ivoclar Vivadent AG is a privately held company based in Schaan, Liechtenstein. The company is specialized in prosthetic and restorative materials for dentists and dental laboratories. Ivoclar Vivadent AG is an innovative enterprise with one of the largest Research & Development centers in the dental industry. As a global player, the company is present in all dental markets in the world with its own subsidiaries in 22

countries. Ivoclar Vivadent builds on over 80 years of extensive dental material experience and employs over 2,300 specialists worldwide.

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Financial reporting calendar 2010:

Full Year Report 2009	10 February 2010
Annual General Meeting	25 March 2010
Interim Report 1, 2010	28 April 2010
Interim Report 2, 2010	11 August 2010
Interim Report 3, 2010	3 November 2010

Disclaimer

This media release contains forward-looking statements based on beliefs of Nobel Biocare's management. When used in this media release, words such as "anticipate", "believe", "estimate", "expect", "intend", "plan" and "project" are intended to identify forward-looking statements. They may involve risks and uncertainties, including technological advances in the medical field, product demand and market acceptance, the effect of economic conditions, the impact of competitive products and pricing, foreign currency exchange rates and other risks. These forward-looking statements reflect the views of Nobel Biocare as of the date made with respect to future events and are subject to risks and uncertainties. All of these forward-looking statements are based on estimates and assumptions made by management of the company and are believed to be reasonable, though are inherently uncertain and difficult to predict. Actual results or experience could differ materially from the forward-looking statements. Nobel Biocare disclaims any intention or obligation to update these forward-looking statements.

Nobel Biocare is a medical devices group and the world leader in innovative esthetic dental solutions with its key brands NobelActive™, Brånemark System®, NobelReplace™, NobelSpeedy™, Replace Select (dental implants), NobelProcera™ (individualized dental prosthetics), NobelGuide™ (complete patient rehabilitation program) and NobelSmile™ (patient education and awareness program). Nobel Biocare is a full solution provider for restorative esthetic dentistry, offering a wide range of innovative Crown & Bridge & Implant products, as well as training and education, patient information and clinically documented treatment concepts. Nobel Biocare has approximately 2,300 employees and recorded revenue of EUR 619.2 million in 2008. The Company is domiciled and headquartered in Zurich, Switzerland. Production takes place at six production sites located in Sweden, the US, Japan and Israel. Nobel Biocare has 37 direct sales organizations. The shares of the parent company Nobel Biocare Holding AG are listed on the SIX Swiss Exchange.
