

Media Release

ZURICH, SWITZERLAND – 5 FEBRUARY 2010

Nobel Biocare signs Preferred Partner Agreement with VITA

Nobel Biocare announced today that it has signed a preferred partnership agreement with Germany-based VITA Zahnfabrik, a global market leader in restorative and prosthetic materials for dentists and dental technicians. The agreement with VITA marks the second partnership, after Ivoclar Vivadent, in the company's newly established Preferred Partner Program. The collaboration with VITA enables Nobel Biocare to offer superior end-to-end prosthetic solutions by combining its leading competencies in CAD/CAM dentistry with VITA's leading dental ceramics and expertise in artificial teeth as well as veneering and framework materials. The partnership will also involve the development of new materials, joint educational and training programs and commercial activities.

VITA to join Preferred Partner Program

The preferred partnership agreement signed with VITA, a worldwide market leader in restorative and prosthetic materials for dentists and dental technicians, will provide Nobel Biocare with access to state-of-the-art prosthetics materials and align the company's portfolio to provide the best product fit and highest quality solutions. Nobel Biocare will consequently further expand its leading market position as the provider of superior end-to-end prosthetic solutions that offer outstanding esthetics, strength and fit for every indication and restorative need. Under the terms of the agreement, the partnership with VITA also involves joint research and development programs, joint clinical research and studies, educational and training programs for dental laboratories and clinicians, as well as joint commercial activities. This agreement with VITA will not only complement Nobel Biocare's recent launch of a new scanner, software, and broad range of new prosthetic products and materials, it will also strengthen the company's position as the industry's leading full solution provider and partner of choice in dentistry.

Domenico Scala, CEO Nobel Biocare: "The partnership with world-leading materials provider VITA enables us to further expand our NobelProcera offer and strengthen our position as the innovator and leader in CAD/CAM dentistry. This collaborative undertaking encompasses a wide range of joint activities and represents an optimal fit between our two companies, that will lead to enhanced clinical results for dental professionals and their patients."

Dr. Henry Rauter, CEO VITA: "The optimal match between VITA products and the products and manufacturing processes of selected business partners has been our key to success for decades. This new partnership with Nobel Biocare increases our customers' flexibility and enables them to combine VITA products with other leading dental systems."

Areas of collaboration with VITA

The partnership agreement with VITA covers the following areas:

Veneering solutions

VITA is a market leader in veneering solutions and has an extensive network of customers. VITA offers one of the broadest portfolios of veneering solutions on the market, including veneering systems for alumina, zirconia, titanium and cobalt-chrome frameworks. VITA's veneering portfolio is fully compatible with the NobelProcera product and materials portfolio and therefore represents an ideal fit in terms of a holistic approach to high quality tooth restorations. Nobel Biocare and VITA will issue certificates of compatibility for their products and materials, thereby guaranteeing customers the superior quality of final restorations. Building on their combined competencies and expertise, Nobel Biocare and VITA will support customers by issuing clear veneering protocols and recommendations.

Material development

VITA and Nobel Biocare will collaborate in developing and supplying state-of-the-art, high-performance dental restorative materials. Combining Nobel Biocare's leading knowledge in CAD/CAM restorative solutions and industrial manufacturing with VITA's material expertise will result in even better prosthetics quality and treatment processes for dental professionals as well as their patients.

Commercial, training and research partnership

Under the partnership agreement, the companies' joint efforts in the area of prosthetics will focus on the development of new materials, as well as on training, educational and commercial activities. Nobel Biocare will promote VITA's veneering materials, while the new Nobel Biocare CAD software will grant NobelProcera customers access to VITA's denture tooth library. Both parties will combine their excellent training and education competencies to offer customized learning programs for veneering, denture prosthetics, treatment planning, preparation and placement techniques.

Preferred Partner Program with leading dental materials providers

With the goal of further strengthening NobelProcera's leading market position in CAD/CAM-based dentistry, Nobel Biocare initiated a Preferred Partner Program in January 2010 with selected providers of dental materials. The partnerships will afford access to a wider range of state-of-the-art, high-performance dental materials thereby making it possible for customers take advantage of the most comprehensive portfolio of end-to-end restorative and prosthetic solutions available in the market. Nobel Biocare's broadened product range will include new products, better veneering solutions, cost-effective treatment options and complete solutions for edentulous indications. In January 2010, Ivoclar Vivadent was the first company to partner with Nobel Biocare within the framework of the Preferred Partner Program.

About dental CAD/CAM

Tooth restoration is increasingly driven by the computer-aided design (CAD) and computer-aided manufacturing (CAM) of 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 at a centralized milling plant on high-precision industrial machines. Centralized milling is becoming an increasingly favored option because laboratories gain full access to a wide spectrum of products and materials at only a fraction of the costs (approximately 25% of in-lab systems, as technicians need only 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 an installed base of roughly 5,000 systems in 54 countries and over 8 million restorations to date.

About VITA

VITA Zahnfabrik H. Rauter GmbH & Co. KG AG is an independent, family-owned enterprise based in Bad Säckingen, Germany. The company is specialized in materials and technologies for the manufacture of high-quality dental restorations. VITA enjoys worldwide renown and, in its more than 80-year history, has realized numerous pioneering achievements in the fields of ceramics, artificial teeth and the reproduction of human tooth colors. As a global player, the company is present in all of the world's key dental markets. VITA employs a workforce of more than 800 individuals.

Further information is available from:

Media:

Nicolas Weidmann
Senior Vice President Global Communications
Tel: +41 43 211 42 80, +41 79 372 29 81
nicolas.weidmann@nobelbiocare.com

Investors:

Süha Demokan
Head of Investor Relations
Tel: +41 43 211 42 30, +41 79 430 81 46
suha.demokan@nobelbiocare.com

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.
