



Media release

Straumann acquires Czech distributor Ormedent spol. s r.o.

- *Straumann to serve customers in the Czech Republic and Slovakia directly through own subsidiary*
- *Management and sales team retained, ensuring seamless continuity of the business and service to customers*

Basel/Prague, 16 January 2008: Straumann, a global leader in implant, restorative and regenerative dentistry, announced today that it has acquired Ormedent spol. s r.o., the exclusive distributor of Straumann products and services in the Czech Republic and Slovakia. The acquisition provides Straumann with its own local subsidiary and direct access to customers in a further attractive emerging market in Eastern Europe. The purchase price was not disclosed.

Based in Prague, Ormedent enjoys a leading position in the Czech Republic as a distributor of products and services for implant dentistry and oral tissue regeneration. With Straumann as its exclusive partner in these fields since 1999, the company has successfully established the Straumann Dental Implant System as the system of choice among Czech implantologists and dental professionals. Ormedent's small but efficient sales team, which also serves the Slovakian market, will transfer to Straumann together with the management.

Franz Maier, Head of Global Sales and Member of Straumann's Executive Management Board, commented: "Ormedent is an excellently run company that has consistently generated good sales growth over the past years. We are delighted that the team will continue with us to serve customers and their patients in the Czech Republic and Slovakia".

With a population of 10.3 million served by approximately 7000 active dentists, the Czech Republic is one of several attractive emerging markets in Eastern Europe, where Straumann is strengthening its presence. Less than a fortnight ago the Group announced a similar strategic move with the opening of a branch office in Hungary.

Today, Straumann is present in more than 60 countries worldwide, and generates approximately 95% of its total revenues directly, with the remainder coming through distributors.

About Straumann

Headquartered in Basel, Switzerland, the Straumann Group (SWX: STMN) is a global leader in implant and restorative dentistry and oral tissue regeneration. In collaboration with leading clinics, research institutes and universities, Straumann researches, develops and manufactures dental implants, instruments, prosthetics and tissue regeneration products for use in tooth replacement and restoration solutions or to prevent tooth loss. Straumann currently employs approx. 2000 people and its products and services are available in more than 60 countries through its broad network of distribution subsidiaries and partners.

Concerning forward-looking statements

This document contains certain “forward-looking statements”, which can be identified by the use of terminology such as “attractive”, “emerging” “will” and “retain”, or similar wording. Such forward-looking statements reflect the current views of management and are subject to known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements of the Group to differ materially from those expressed or implied. These include risks related to the success of and demand for the Group’s products, the potential for the Group’s products to become obsolete, the Group’s ability to defend its intellectual property, the Group’s ability to develop and commercialize new products in a timely manner, the dynamic and competitive environment in which the Group operates, the regulatory environment, changes in currency exchange rates, the Group’s ability to generate revenues and profitability, and the Group’s ability to realize its expansion and takeover projects in a timely manner. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in this release. Straumann is providing the information in this release as of this date and does not undertake any obligation to update any forward-looking statements contained in it as a result of new information, future events or otherwise.

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