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Align Technology Wins Top International Healthcare Communications Award With Invisalign Smile Campaign

SAN JOSE, CALIFORNIA, and AMSTERDAM, THE NETHERLANDS -- (Marketwired) -- 07/11/14 -- Align Technology, Inc. (NASDAQ: ALGN) today announced that its 2013 consumer campaign, "Smile and the Whole World Smiles With You" received the Excellence in Integrated Digital Communication award at the 2014 Communique Awards on July 3.

The Invisalign Smile campaign ran across key markets in Europe, where a mix of appointment-to-view television programming on digital channels was sponsored with integrated digital direct response, social media paid advertising, social media community activation programs, Pay Per Click, and digital innovations such as Zeebox in the UK and use of the new Twitter Card lead generation functionality. This strategic approach was designed to get more target consumers to ask for Invisalign treatment at dental practitioners and leveraged an integrated consumer marketing campaign that engaged and motivated people with problem teeth to start Invisalign treatment.

"The Invisalign Smile campaign had a significant impact including driving prompted brand awareness for Invisalign and achieving 30% growth for Invisalign Info Kit downloads and Find an Invisalign Provider searches," said Raphael Pascaud, Align Technology, vice president, international. "Our social media community grew a phenomenal 140% (2.5X) year on year and the Smile campaign helped to impact our total business objective by increasing Invisalign case submissions."

Commenting on Align's win, the Communique Judges said, "The beauty of this campaign is its demonstration of what could be achieved outside standard pharma practice. It was a paradigm in terms of its integration of carefully chosen, appropriate channels and had digital at its heart. It's also very in-sync with where the industry is going to have to go in terms of the breadth and connectivity of different communications channels."

The Communique program is specifically designed to recognize and commend excellence and best practice in local, European and international healthcare communications. The program highlights the range and complexity of the issues facing healthcare communications professionals today and, against this background, the extent to which outstanding work ultimately delivers real improvements in healthcare, does the right thing for patients, builds trust with stakeholders and enhances industry reputation.

The 'Smile and the Whole World Smiles With You' campaign for Invisalign was developed by Doner, Doner Media and The 7 Stars. Check the full story at: http://www.pmlive.com/awards/communique/communique_results_2014/healthcare_communications_awards/excellence_in_integrated_digital_communications?SQ_DESIGN_NAME=2

About Align Technology, Inc.

Align Technology is the leader in modern clear aligner orthodontics that designs, manufactures and markets the Invisalign system, which provides dental professionals with a range of treatment options for adults and teenagers. The Company also offers the iTero 3D digital scanning system and services for orthodontic and restorative dentistry. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. Visit www.aligntech.com for more information.

For additional information about Invisalign or to find an Invisalign provider in your area, please visit www.invisalign.com. For additional information about iTero, please visit www.itero.com.

Source: Align Technology

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