

Align Technology is a publicly traded medical device company engaged in the design, manufacture and marketing of the Invisalign® system, the world's leading invisible orthodontic product, and the iTero® Intraoral scanning systems and services. Align Technology went public on the NASDAQ market under the trading symbol ALGN in January 2001.

Align Technology's Invisalign Brand Announced as Official Smile of the Carolina Hurricanes

October 21, 2019

Agreement promotes winning smiles and support for youth hockey program

SAN JOSE, Calif., Oct. 21, 2019 (GLOBE NEWSWIRE) -- Align Technology, Inc. (NASDAQ: ALGN), makers of the Invisalign clear aligner system, announced today a new agreement with the NHL's Carolina Hurricanes, bringing together two powerful brands based in the Raleigh, North Carolina area. Through this new multi-year agreement, the Invisalign brand will work with the 2006 Stanley Cup winning Carolina Hurricanes to build awareness of "winning smiles" through in-stadium and digital co-branding, and sponsorship of the youth hockey program.



Promoting winning smiles and support for youth hockey program.

"The Hurricanes and Align are all about creating winning smiles – on the ice and off," said Frank Quinn, vice president, marketing, Americas. "This partnership gives both organizations an opportunity to build awareness for the power of a great smile and to help bring those benefits to the amazing fan base of all ages that the Hurricanes have built in the Raleigh community and beyond."

As part of the agreement, Carolina Hurricanes fans will have multiple opportunities to interact with the Invisalign brand, including in-stadium branding and fan engagement at PNC Arena, social media activation, and live event opportunities to bring together Hurricanes fans and Align team members in Raleigh. The Invisalign brand will also become the title sponsor for the Carolina Hurricanes Youth Hockey Game and Summer Youth Hockey Camp, reflecting both organizations' commitment to supporting teen programs.

"Align Technology's Invisalign brand has become one of our most important partners, helping our team take major strides over the past few years," said Don Waddell, President and General Manager of the National Hockey League's Carolina Hurricanes. "We are proud to continue to work with this great company that has a strong presence in the Triangle."

About the Carolina Hurricanes

The Carolina Hurricanes were established in Raleigh in 1997 after relocating from Connecticut, where the National Hockey League franchise was originally founded in 1979. Since their arrival in North Carolina, the Hurricanes have captured three division championships, two Eastern conference titles and the 2006 Stanley Cup championship. The team also hosted the 2004 NHL Draft and the 2011 NHL All-Star Weekend at PNC Arena, where it plays its home games. Individual-game tickets for all 41 of the Hurricanes' regular-season home games are sold at the PNC Arena Box Office and via Ticketmaster. For information on Hurricanes ticket packages, please call 1-866-NHL-CANES, or visit Hurricanes.com/tickets.

About Align Technology, Inc.

Align Technology designs and manufactures the Invisalign® system, the most advanced clear aligner system in the world, and iTero® intraoral scanners and services. Align's products help dental professionals achieve the clinical results they expect and deliver effective, cutting-edge dental options to their patients. Visit www.aligntech.com for more information.

For additional information about the Invisalign system or to find an Invisalign doctor in your area, please visit www.invisalign.com. For additional information about iTero digital scanning system, please visit www.itero.com.

This release may contain forward-looking statements within the meaning of applicable securities laws. In the United States, these statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Such statements involve a number of known and unknown risks and uncertainties, many of which are outside our control that could cause our future results, performance or achievements to differ significantly from the results, performance or achievements expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks detailed in our public filings with the SEC. Except as required by applicable law, Align undertakes no obligation to update any forward-looking or other statements herein, whether as a result of new information, future events or otherwise.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/90fce251-0c71-4c2d-aea9-3251789db1fd>



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