

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 Selected as Official Smile Partner of the Toronto Raptors

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Brands join forces to promote winning smiles to millions of Raptors fans Across Canada

SAN JOSE, Calif. and TORONTO, Oct. 23, 2019 (GLOBE NEWSWIRE) -- Align Technology, Inc. (NASDAQ: ALGN), makers of the Invisalign clear aligner system, today announced a multi-year agreement that makes the Invisalign brand the "official smile" of the 2019 NBA champions, the Toronto Raptors.



"The Toronto Raptors and Align share a passion for creating winning smiles," noted Sian Roberts, Vice President & General Manager, Canada, Align Technology. "We look forward to working with this championship team, their fans and the community overall to give them another reason to smile."

The sponsorship will launch with branding at Scotiabank Arena, including social media campaigns and other brand activations throughout the season at home games and beyond, to bring more information about the benefits of straighter smiles.

"This agreement is a great example of winning teams coming together," commented Frank Quinn, Vice President, Marketing, Americas. "Align brings more than 22 years of innovation to support doctors in creating more than 7.2 million smiles with our Invisalign clear aligner system."

"Our passionate fans come from all different backgrounds and can be found all over the world," said Jordan Vader, Vice President of Global Partnerships, MLSE. "With the help of Align, Toronto Raptors can bring a winning smile to a fan no matter where they are cheering the team on during the 2019-2020 season."

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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