

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 Becomes the Official Smile of the New England Patriots and New England Revolution

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### Winning brands join forces to promote winning smiles

SAN JOSE, Calif., Oct. 21, 2019 (GLOBE NEWSWIRE) -- Align Technology, Inc. (NASDAQ: ALGN), makers of the Invisalign clear aligner system, today announced an agreement with the New England Patriots, making the Invisalign brand the official smile of the New England Patriots football team and a sponsor of the New England Revolution professional soccer club. The collaboration will help build awareness for "winning smiles" and the benefits of Invisalign treatment among the millions of New England Patriots and New England Revolution fans through in-stadium branding and digital marketing, social media activation, and sponsorship of the New England Patriots televised post-game show. Align will also become a sponsor of the Revolution Academy, one of the country's most innovative skills development programs in youth soccer, with more than 44,000 participants.



Official smile of the New England Patriots.



Winning brands join forces to promote winning smiles.

"We're excited and proud to be working with the six-time Super Bowl champion New England Patriots and the New England Revolution, an MLS charter club," said Frank Quinn, vice president, Americas Marketing and Sales, Align Technology. "Our brands have great synergy in terms of our shared commitment to excellence and a great history of creating winning smiles – for fans of both teams and for the more than 7 million Invisalign patients worldwide."

"The New England Patriots and Revolution believe in the power of a winning smile and look forward to working with Align Technology and the Invisalign brand to share that message with our fans," said Murray Kohl, New England Patriots vice president of corporate sponsorship sales.

As part of the agreement, football fans and soccer fans in New England will see new co-branded signage and promotional campaigns focused on "Winning smiles start here." Outside of the stadium, Align and the New England Patriots and New England Revolution will collaborate on social media awareness and activation for followers of both brands, including content from athletes sharing their "winning smiles."

#### About the New England Patriots

The New England Patriots are a six-time Super Bowl champion franchise in the National Football League (NFL). Founded in 1960 as the eighth and final American Football League franchise in the league's inaugural season, the Patriots merged with the NFL in 1970 and moved to Foxborough, Mass. in 1971. In 1994, Robert Kraft purchased the team and transformed it into one of the league's premier franchises. Since Kraft's arrival, every Patriots home game has sold out, propelling the Patriots to more overall wins, division titles, conference crowns and Super Bowl championships than any other team in the past 25 years. Since 2002, when the Patriots moved into the privately-financed Gillette Stadium, the team has celebrated one of the most dominant eras in professional sports by establishing one of the greatest home-field records of all-time. For more information, visit [www.patriots.com](http://www.patriots.com) or follow @Patriots on Twitter.

#### 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](http://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](http://www.invisalign.com). For additional information about iTero digital scanning system, please visit [www.itero.com](http://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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Photos accompanying this announcement are available at

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