



Align Technology Announces NFL Quarterback Patrick Mahomes Joins the Invisalign Brand Smile Squad

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- **Patrick Mahomes, Kansas City Chief's quarterback, to share his personal Invisalign® treatment experience with fans**

TEMPE, Ariz.--(BUSINESS WIRE)--Jan. 16, 2025-- Align Technology, Inc. ("Align") (Nasdaq: ALGN) a leading global medical device company that designs, manufactures, and sells the Invisalign® System of clear aligners, iTero™ intraoral scanners, and exocad™ CAD/CAM software for digital orthodontics and restorative dentistry, today announced that Patrick Mahomes, quarterback for the National Football League's (NFL) Kansas City Chiefs, has joined the Invisalign Smile Squad as an ambassador for the brand. As part of the multi-year agreement, Patrick will share his Invisalign treatment experience with fans in a multi-channel campaign.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250116907974/en/>



Patrick Mahomes, quarterback for the National Football League's Kansas City Chiefs, has joined the Invisalign Smile Squad as an ambassador for the brand. As part of the multi-year agreement, Patrick will share his Invisalign treatment experience with fans in a multi-channel campaign. (Photo: Business Wire)

"After many years of speculation, I figured it was finally time to set the record straight, and many of you were right...I am a proud user of Invisalign," said Patrick Mahomes. "As an athlete, I'm always focused on optimizing my performance and health, so when it came time for me to choose how to improve my smile, it was clear that Invisalign aligners were the right choice for me over traditional braces. I'm excited to officially join Team Invisalign."

The Invisalign Smile Squad, launched in 2017, is one component of Align's efforts to increase awareness and educate parents, teens, and adults about the benefits of Invisalign treatment delivered by an Invisalign trained doctor. With the Invisalign Smile Squad, Align collaborates with trusted regional and global influencers, including athletes, to share their personal Invisalign treatment journeys across their own social media channels on platforms such as TikTok, Instagram, YouTube, SnapChat, and others.

"The Invisalign Smile Squad was created to help consumers better understand the complete Invisalign treatment experience in a very real and relatable way," noted Kamal Bhandal, Align Technology vice president, Global Brand and Americas Marketing. "We are thrilled to welcome Patrick Mahomes to the squad to share his unique journey with his fans. We've found that the authentic, personal stories shared by the Invisalign Smile Squad go a long way to addressing questions about starting Invisalign treatment."

About Align Technology, Inc.

Align Technology designs and manufactures the Invisalign® System, the most advanced clear aligner system in the world, iTero™ intraoral scanners and services, and exocad™ CAD/CAM software. These technology building blocks enable enhanced digital orthodontic and restorative workflows to improve patient outcomes and practice efficiencies for over 271 thousand doctor customers and are key to accessing Align's 600 million consumer market opportunity worldwide. Over the past 27 years, Align has helped doctors treat approximately 18.9 million patients with the Invisalign System and is driving the evolution in digital dentistry through the Align™ Digital Platform, our integrated suite of unique, proprietary technologies and services delivered as a seamless, end-to-end solution for patients and consumers, orthodontists and GP dentists, and lab/partners. 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 the iTero digital scanning system, please visit www.itero.com. For additional information about exocad dental CAD/CAM offerings and a list of exocad reseller partners, please visit www.exocad.com.

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