



## Align Technology Introduces Vivera Retainers for Superior Strength in Clear Retention

SANTA CLARA, Calif., Nov 05, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- Align Technology, Inc. (Nasdaq: ALGN) today announced the launch of Vivera retainers, a new subscription-based program that delivers clear, fresh retainers to orthodontic patients every three months for an entire year. Studies show that without retention, even perfectly aligned teeth can gradually revert to their pre-treatment state, and that dentition continues to change into a patient's 50s and beyond.

Vivera retainers are an effective, aesthetic retention solution that delivers new retainers directly to patients or to the treating doctor four times a year. Unlike other traditional clear retainers, Vivera retainers are made with the same state-of-the-art technology as Invisalign aligners, which employ 3-D digital imaging, proprietary clear thermoplastic material and advanced fabrication technology to create a strong retainer with a precise, comfortable fit.

Retainers need to be strong enough to maintain tooth position. Align's lab tests show that Vivera's proprietary thermoplastic material is more than 30 percent stronger than other leading clear retainer materials. That strength is a key quality for retaining teeth in their final position. Align's research also demonstrates that many clear thermoplastic retainers begin to deform (warp or crack) after as little as two months of simulated daytime wear, impacting their ability to maintain teeth in their final retained position.

"Vivera retainers were created to fit the needs of patients' busy lifestyles," stated Rick Matty, general manager, new products at Align Technology. "Not only do patients get the convenience of fresh retainers delivered to their door throughout the year, they get a retainer that works."

"Vivera retainers are going to help me keep my patients in working retention," said Kenneth Carver DDS. Dr. Carver has a private practice in Kingsport, Tennessee and is CEO of U.S. Dental Institute, an organization that has provided continuing education courses to dental professionals for more than thirty years. "Vivera is a complete program that overcomes the typical barriers to good retention by delivering fresh, aesthetic retainers on a set schedule and by providing an easy process for replacing lost or damaged retainers."

Vivera retainers are suitable for Invisalign and non-Invisalign patients, and can be made directly from a final Invisalign treatment stage or from a dental impression (for non-Invisalign patients). The lab fee for a one-year, dual-arch subscription (totaling 4 sets of retainers) is \$275. A simple and intuitive website is used to enroll patients and manage subscriptions.

Vivera retainers have been launched in select markets with general availability planned for late November. Initially, Vivera retainers will be available only through Invisalign-certified doctors in North America. Visit [www.viveraretainers.com](http://www.viveraretainers.com) for full product and pricing details.

About Align Technology, Inc.

Align Technology designs, manufactures and markets Invisalign, a proprietary method for treating malocclusion, or the misalignment of teeth. Invisalign corrects malocclusion using a series of clear, nearly invisible, removable appliances that gently move teeth to a desired final position. Because it does not rely on the use of metal or ceramic brackets and wires, Invisalign significantly reduces the aesthetic and other limitations associated with braces. Invisalign is appropriate for treating adults and older teens. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998.

To learn more about Invisalign or to find a certified Invisalign doctor in your area, please visit [www.invisalign.com](http://www.invisalign.com) or call 1-800-INVISIBLE.

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