



Align Technology Launches Invisalign(R) Branded Aligners

Patients Can Buy with Confidence and Be Sure They are Getting Invisalign Brand Aligners

SANTA CLARA, Calif., July 26, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign(R), a proprietary method of straightening teeth without wires and brackets, today announced the launch of Invisalign branded aligners. Starting August 1, Align will laser-etch the Invisalign logo on almost all aligners shipped to doctors. Imprinting each aligner with the Invisalign brand will allow doctors and patients to easily distinguish between Invisalign aligners and similar-look or substitute products.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060726/SFW003>)

"Consumers who choose Invisalign treatment can now be sure that they are getting the quality and experience that comes from manufacturing more than 20 million Invisalign aligners and starting more than 450,000 patients in treatment," said Darrell Zoromski, Align's Vice President, Global Marketing and Chief Marketing Officer. "We are excited about adding the Invisalign brand to our aligners, and believe our customers will be proud to demonstrate that they are providing genuine Invisalign treatment that their patients ask for by name."

The Invisalign logo will be imprinted on a back molar of the aligner so that it will not be visible when patients are wearing the appliance. Fewer than two percent of aligners may not have the Invisalign logo imprinted due to dentition dimensions.

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 or call 1-800-INVISIBLE.

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