



Align Technology Names David S. Thrower Vice President of Global Marketing

Santa Clara, Calif. – August 14, 2002 – Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign[®], a proprietary method of straightening teeth without wires and brackets, has named medical device marketing veteran David S. Thrower (38) as Vice President of Global Marketing, effective immediately. Thrower will report directly to Align President and Chief Executive Officer, Thomas M. Prescott, and will be charged with broadening and optimizing Align's U.S. marketing plan as well as rolling out marketing programs to support the development and growth of the Invisalign brand throughout Europe, Asia, and Latin America. Thrower brings more than fifteen years of executive leadership, marketing management and strategic consulting to the position.

"David brings to the Align team years of successful marketing experience and the strong analytical underpinning necessary to balance marketing investment with returns in our global efforts," Prescott stated. "He has a track record of strong brand-building, having held senior positions in global marketing, channel management and product development. We expect that he will make an immediate impact and help accelerate the Company's pace towards profitability and a robust global presence."

Prior to joining Align, Thrower served as Senior Vice President of Global Marketing and Sales of Camarillo, CA-based BioSource International, a publicly held life science reagent company. At BioSource, Thrower was responsible for sales, marketing, business development and R&D. Prior to that, he served as Senior Vice President, Global Marketing at GN ReSound, Inc. a Redwood City, CA-based hearing and communications device company with revenues in excess of \$220 million and over 1,800 employees. There he led strategic marketing and managed a joint partnership effort in a significant corporate turnaround and launched the company's first digital product line. Thrower also has previous experience in large and small independent management consulting firms, including five years with Boston-based Bain & Company where he specialized in assisting corporate clients in the development and execution of marketing and customer loyalty initiatives.

Thrower holds a BS in Math and Computational Sciences from Stanford University; and a MBA from Harvard Graduate School of Business. He will be relocating with his family to the San Francisco Bay area from the Los Angeles area.

About Align Technology, Inc.

Align Technology designs, manufactures and markets Invisalign, a proprietary new 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, please visit www.invisalign.com or call 1-800-258-0995.

This news release may contain forward-looking statements based on Align Technology's current expectations. These forward-looking statements involve risks and uncertainties. A number of important factors could cause actual results to differ materially from those in the forward-looking statements. These factors include Align Technology's ability to achieve profitability, the ability to control costs and continue to achieve efficiencies, the adoption by orthodontists, dentists, and consumers of Invisalign, Align Technology's successful enforcement of its intellectual property and avoidance of infringement on third party patents, Align Technology's ability to establish and maintain reliable, high-volume manufacturing capacity in the U.S. and internationally and Align Technology's ability to manage its significant growth and retain its key personnel. These factors, as well as other factors that could cause actual results to differ materially, are discussed in more detail in Align Technology's Annual Report on Form 10-K, Quarterly Report on Form 10-Q, as well as in other reports and documents filed from time to time with the Securities and Exchange Commission.