



Align Technology Announces Invisalign(R) Proficiency Program to Help Doctors Build Product Experience

--New product proficiency baseline requires 10 case starts and 10 CE credits per year

SANTA CLARA, Calif., June 2, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Align Technology, Inc. (Nasdaq: ALGN) today announced that it is implementing a product proficiency program in North America to help ensure that Invisalign-trained doctors have the experience and confidence necessary to achieve high quality treatment outcomes for Invisalign patients. The Invisalign System is an evolving, skill-based procedure that requires regular usage and ongoing education to develop proficiency with the product and technique. The Invisalign proficiency initiative, along with ongoing improvements in Invisalign products, training and support, is evidence of Align's commitment to helping Invisalign-trained doctors gain the knowledge and experience they need to be successful with Invisalign.

Effective June 1, the Invisalign product proficiency program requires every Invisalign provider in North America to start 10 Invisalign cases and complete at least 10 Invisalign-specific continuing education (CE) credits each calendar year to maintain active provider status. Doctors who do not meet the annual case start and CE requirements by the end of each calendar year, starting with December 31, 2009, will be able to continue treating any cases in-progress, but they will not be eligible to submit new Invisalign cases or to use Invisalign marketing resources. Doctors can reactivate their provider status by retaking Invisalign Clear Essentials I training and meeting the proficiency requirements during the new calendar year.

"Based on more than a million patients treated to date, we know that a doctor's proficiency levels with Invisalign are a reflection of his or her Invisalign case experience," said Dan Ellis, vice president North America Sales. "We are committed to helping our customers gain the product knowledge and confidence they need to achieve high quality treatment outcomes. In addition, by ensuring a baseline of experience, Align can also better support the needs of Invisalign providers by tailoring programs and services to help doctors build and maintain a working knowledge of Invisalign."

As part of the Invisalign proficiency program, Align has created a Proficiency Pathway to ensure that doctors have the appropriate education tools and support to be successful with Invisalign. The Proficiency Pathway provides clinical educational opportunities to help doctors achieve confidence with case selection and treatment planning, case submission and treatment management, as well as aspects of practice development. The pathway is divided into six milestones and under each milestone Align has identified courses or content specifically related to increasing a doctor's knowledge and confidence based on his or her current case experience level.

Dr. Randol Womack completed Invisalign training in 1999 and has been teaching Invisalign courses since 2001. "As with any health-related service, the doctor has the obligation to become proficient in his or her proposed treatment method in order to represent a predictable resolution to the patient's prime concern and expectation," said Dr. Womack. "The combination of training and sufficient experience with the Invisalign System is key to ensuring the doctor has the confidence needed to provide patients with the great outcomes they expect."

Invisalign-trained doctors now have a range of Invisalign products that provide treatment solutions for most day-to-day treatment needs. In 2008, Align introduced three new product offerings with new features, tools and delivery options to meet specific clinical demands while providing a family of end-to-end solutions for doctors. With the launch of these new products, the Invisalign product family includes: Invisalign Express for simple/limited treatment cases, Invisalign Full or Invisalign Assist for comprehensive or complex cases, Invisalign Teen for younger patients, and Vivera Retainers for post-treatment retention.

For additional information on the Invisalign North America product proficiency requirements, please go to vip.invisalign.com/proficiency

Align does not expect the Invisalign product proficiency program to have a material impact on the Company's 2009 financial results.

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

teens. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. Today, the Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Assist, Invisalign Express, and Vivera Retainers.

To learn more about Invisalign or to find an Invisalign-trained doctor in your area, please visit www.invisalign.com or call 1-800-INVISIBLE.

Forward-Looking Statement

This news release contains forward-looking statements, including statements regarding the expected impact of the Proficiency Program on 2009 financial results. Forward-looking statements contained in this news release relating to expectations about future events or results are based upon information available to Align as of the date hereof. Readers are cautioned that these forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. As a result, actual results may differ materially and adversely from those expressed in any forward-looking statement. Factors that might cause such a difference include, but are not limited to difficulties predicting customer and consumer purchasing behavior as well as the willingness and ability of our customers to adopt the expected baseline requirements and maintain and/or increase utilization to meet the new proficiency standards in sufficient numbers. These and other risks are detailed from time to time in Align's periodic reports filed with the Securities and Exchange Commission, including, but not limited to, its Annual Report on Form 10-K for the fiscal year ended December 31, 2008, which was filed with the Securities and Exchange Commission on February 27, 2009. Additional information may also be found in our Quarterly Report on Form 10-Q for the quarter ended March 31, 2009, which we was filed with the Securities and Exchange Commission on May 7, 2009. Align undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

Investor Contact
Shirley Stacy
Align Technology, Inc.
(408) 470-1150
sstacy@aligntech.com

Press Contact
Shannon Mangum Henderson
Ethos Communication, Inc.
(678) 261-7803
align@ethoscommunication.com

SOURCE Align Technology, Inc.

<http://www.invisalign.com>

Copyright (C) 2009 PR Newswire. All rights reserved