



Align Technology Hosts Fifth Annual Invisalign® Summit

'The Road to Excellence' Explores Invisalign Progress & Pursuit of Clinical Excellence

SANTA CLARA, Calif., Nov 22, 2005 /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, recently hosted the 2005 Invisalign Summit: "The Road to Excellence" for almost one thousand orthodontists and their clinical, administrative and marketing staff. Attendees from more than 300 of the top Invisalign practices around the world gathered at the three-day conference held November 3-6, 2005 at The Venetian Hotel & Casino.

Each year, Align invites top Invisalign practices from around the world to share treatment experiences at the three-day Summit in Las Vegas. Company executives, practice management consultants, and top Invisalign doctors present finished cases and research results, clinical techniques and best practices, and review new treatment tools and educational resources from Align.

This year's conference theme, "The Road to Excellence," focused on the evolution of Invisalign treatment techniques, increased acceptance and integration of Invisalign treatment into industry organizations and universities, and recent news such as the new Invisalign pricing structure. Expert Invisalign practitioners shared clinical strategies and results in workshops that included Staging Strategies, Therapeutic Diagnosis and Interproximal Reduction, and Class II/III Treatment Strategies, among others. Practice development sessions such as Converting Referrals into Patients and Marketing Idea Guide: How to Find/Buy/Do What the Other Guy Did were designed to provide practical ideas and resources for local marketing campaigns and growing a practice's Invisalign patient base.

New additions to the 2005 program included an advanced workshop for Invisalign Premier Providers, the ClinCheck Café for ClinCheck 2.0 tutorials and live case access, and the Case Gallery Shoot-out, where attendees voted for their favorite of three Invisalign cases presented by the treating doctors. In keeping with the "Road to Excellence" theme and to commemorate the fifth annual Summit, Align also raffled an Invisalign themed motorcycle to doctor attendees and an Invisalign themed Vespa scooter to staff attendees. Dr. Ralph Callender of Los Angeles, California and Lucy Luther of Seattle, Washington won the motorcycle and Vespa, respectively.

The overall goals of the Invisalign Summit program are to educate, motivate and show appreciation for Align's most experienced and enthusiastic customers. In a post-conference survey of Summit attendees, 100 percent of respondents learned something new about Invisalign treatment at the conference. Examples from survey respondents include:

- Efficient staging and staging strategies for difficult movements
 - Different uses of attachments
 - Timing and effective use of elastics into Class II treatment
 - Using ClinCheck 2.0 effectively
 - Marketing Invisalign Express
 - Chairside organization and treatment management strategies

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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