



June 23, 2014

Align Technology Binding Corporate Rules Approved

SAN JOSE, CA -- (Marketwired) -- 06/23/14 -- Align Technology, Inc. (NASDAQ: ALGN) today announced that the Company's application for Binding Corporate Rules ("BCRs") for both the controller and processor sides of its business has been closed by the National Data Protection Authorities in the European Economic Area. Only 53 entities have had BCRs approved and Align is one of the first few companies to ever have BCRs for processors closed as well.

"Align is committed to serving the needs of its customers and their patients. At the foundation of this commitment is an imperative to protect their personal information, together with the personal information of our employees. We have high standards for our business practices as reflected in our privacy program and now recognized by the European Data Protection Authorities," said Roger E. George, Align Technology vice president and general counsel.

The European Commission's Data Protection Directive (95/46/EC) only permits the transfer of personal data to non-European Union countries under certain defined standards. BCRs offer an advantageous solution over other cross-border transfer mechanisms by harmonizing practices relating to the protection of personal data within a company, reducing the risks resulting from data transfers to third countries, serving as an internal guide for employees with regard to management of personal data, and making data protection integral to the way a company carries out its business.

About Align Technology, Inc.

Align Technology is the leader in modern clear aligner orthodontics that designs, manufactures and markets the Invisalign system, which provides dental professionals with a range of treatment options for adults and teenagers. The Company also offers the iTero 3D digital scanning system and services for orthodontic and restorative dentistry. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. Visit www.aligntech.com for more information.

For additional information about Invisalign or to find an Invisalign provider in your area, please visit www.invisalign.com. For additional information about iTero, please visit www.itero.com

Source: Align Technology

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