



Align Technology Enjoys Record Attendance at 2nd Annual Invisalign(R) Summit for GP Dentists

Conference Explores Invisalign Progress & Clinical Excellence, Launches New Promotion

SANTA CLARA, Calif., July 17, 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, recently hosted more than 1400 attendees at the 2006 Invisalign Summit for General Practitioners, held July 7-9 at The Venetian Hotel & Casino in Las Vegas. General practitioner dentists, hygienists, clinical assistants and marketing staff from more than 380 top Invisalign practices around the world gathered to expand their Invisalign treatment expertise at the three-day conference.

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 company news and promotions, such as the "No Cancellation Fee" promotion announced at the Summit. Invisalign providers in Align's exclusivity program will not incur cancellation fees on new Invisalign cases, provided such cases are canceled prior to ClinCheck acceptance. The promotion applies to ClinCheck(R) setups posted July 1 through September 30, 2006.

Expert Invisalign practitioners shared clinical strategies and results in workshops that included Predictable Tooth Movements, Case Assessment and Treatment Options, and Interproximal Reduction, among others. Practice development sessions such as Increasing Profitability with Invisalign Treatment 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 increasing profitability for Invisalign practices.

"We all enjoyed the courses and found them to be informative and stimulating. I have no doubt that our practice will see a direct resulting increase in our Invisalign presentations and accepted cases," said Donna L. Smith, a practice coordinator in Tacoma, WA. "The event served to reinforce my confidence in Align to continue to provide the kind of support and service we have already come to enjoy."

Since 2001, the Summit has been Align's premier clinical education and motivation event for top Invisalign practices. Company executives, practice management consultants, and top Invisalign doctors present finished cases and research results, exchange clinical techniques and best practices, and review new treatment tools and educational resources from Align. This year was the second Invisalign Summit specifically for Align's general practitioner customers; attendance exceeded that of any previous Summit for orthodontists or general practitioners.

"The Summit is an indispensable element in my Invisalign practice. For myself and my staff, it is the camaraderie, the 'esprit de corps,' the cutting-edge workshops, the motivation, the fun, and the big picture which we all benefit from a great deal. But more than anything, I appreciate the corporate effort to connect with me," said Dr. David Gates of Las Vegas, NV. "I haven't been to very many dental conferences where the president of the company stands up and tells me where the company is going, what their vision is, and specific ways they plan to help me. It makes me feel downright grateful to be involved in a young company with such astonishing growth. I get the impression that they genuinely care about my practice and my patients. We are already looking forward to next year."

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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