



## **Align Technology Simplifies Pricing for Invisalign(R) Products**

### **Company Reaffirms Guidance for Q42005 and FY2005 as Previously Stated on October 26, 2005**

SANTA CLARA, Calif., Nov 01, 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, today announced a new pricing structure for the Invisalign product line. Effective November 1, Invisalign will be available to doctors at a new price of \$1495. The new price applies to Full and Anterior cases for single or dual arch treatment. Invisalign Express pricing will remain at \$750 per case.

Previously, Invisalign treatment was available at four price points. By moving to just one price point for Invisalign, Align is consolidating treatment options in two simple classifications: Invisalign Express, for minor crowding and spacing cases requiring ten stages of treatment or fewer; and Invisalign, for more complex cases requiring as many stages as necessary to achieve the doctor's treatment goals.

"Our goal is to make choosing the right Invisalign treatment option for patients as easy as possible for doctors," said Thomas M. Prescott, Align President and Chief Executive Officer. "This new structure strengthens the Invisalign value proposition for customers by applying simple pricing to our comprehensive products, services and support for minor to complex cases."

The new pricing structure for Invisalign products is available in the United States and Canada. It will automatically apply to all cases received with complete records starting November 1, 2005.

Align held a conference call on October 26, 2005 to provide financial results for Q3 2005 and guidance for Q4 and FY 2005. The guidance provided on that date remains the same and includes the effect of this price change. The conference call webcast is available on the Investor Relations website at [investor.aligntech.com](http://investor.aligntech.com).

#### 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](http://www.invisalign.com) or call 1-800-INVISIBLE.

#### Forward-Looking Statements

This press release contains forward-looking statements, including the company's expected financial performance for the fourth quarter and full year 2005. 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, risks relating to Align's ability to sustain or increase profitability or revenue growth in future periods while controlling expenses, Align's limited operating history, competition from manufacturers of traditional braces and new competitors, including OrthoClear, demand for Invisalign and acceptance of Invisalign and any new enhancements or new products by consumers and dental professionals, Align's ability to develop and successfully introduce new products, Align's ability to protect its intellectual property rights, potential intellectual property or product liability claims or litigation, and the loss of key personnel including members of Align's direct sales force. 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, 2004, which was filed with the Securities and Exchange Commission on March 3, 2005, and its Quarterly Reports on Form 10-Q. Align undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

Investor Relations Contact  
Barbara Domingo

Press Contact  
Shannon Mangum Henderson

Align Technology, Inc.  
408-470-1000  
investorinfo@aligntech.com

Ethos Communication, Inc.  
678-417-1767  
shannon@ethoscommunication.com

**SOURCE** Align Technology, Inc.

Barbara Domingo, Investor Relations of Align Technology, Inc., +1-408-470-1000, or investorinfo@aligntech.com; or press, Shannon Mangum Henderson of Ethos Communication, Inc., +1-678-417-1767, or shannon@ethoscommunication.com

<http://www.prnewswire.com>

Copyright (C) 2005 PR Newswire. All rights reserved.

News Provided by COMTEX