



Aligntechinstitute.com Wins International Award of Excellence From Healthcare Communications Marketing Association

SANTA CLARA, Calif., June 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Align Technology, Inc. (Nasdaq: ALGN), today announced that the Company's Aligntechinstitute.com has received the Gold International Award of Excellence for Best Website-Professional from the Healthcare Communications Marketing Association (HCMA). Aligntechinstitute.com is Align's dynamic, interactive website for Invisalign product support, instructor-led and web-based continuing education courses, and other clinical and practice resources for Invisalign practitioners.

"We're so pleased to have this important education and marketing resource honored by our peers in healthcare marketing. Online education has exploded in popularity over the past few years due to the convenience and interactive format afforded by the medium," said Align Vice President, Clinical Education Kathy Farley, MS, RN. "Through Aligntechinstitute.com we are creating scalable, diverse educational resources and programs for novice to very experienced Invisalign users, and we can accommodate our existing and prospective customers' learning preferences with 24/7 content delivered in a wide variety of formats."

The International Awards of Excellence (IN-AWE Awards) have been one of the healthcare advertising and marketing industry's most prestigious honors since their founding in 1985. Each year at its national conference, the HCMA recognizes outstanding programs in medical and healthcare-related marketing for professional and consumer audiences. More than 900 entries were submitted this year by medical and healthcare companies and agencies from around the world. Winners were selected by a panel of judges from the Medical Marketing Association. Align accepted its Gold Award with R2C Group, Inc., the Company's creative agency for Aligntechinsitute.com, at the HCMA's Annual Meeting on June 5 in Dallas.

Aligntechinstitute.com

Since its launch in January 2008, more than 50,000 dental professionals have visited Aligntechinsitute.com and more than 3,000 continuing education credits have been earned by site visitors. Aligntechinsitute.com builds on Align's extensive clinical education curriculum of more than 300 instructor-led educational events held in North America each year. Aligntechinstitute.com offers a continuum of learning for doctors and their teams -- from prospective customers to the most experienced Invisalign practices. The website at <http://www.aligntechinstitute.com> offers accredited (CE) and non-accredited courses, real-time treatment blogs, video testimonials from Invisalign doctors, peer-led webcasts, video case studies, and podcasts and other downloadable content so that doctors and staff can learn on the go.

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 <http://www.invisalign.com> or call 1-800-INVISIBLE.

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