



Align Technology Previews New Invisalign Products at JPMorgan Healthcare Conference

2008 Product Plan Marks New Direction for Product Development and Delivery

SANTA CLARA, Calif., Jan 08, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- In conjunction with the annual JPMorgan Healthcare Conference in San Francisco, Align Technology, Inc. (Nasdaq: ALGN) will preview three new Invisalign treatment offerings planned for 2008: a subscription-based orthodontic retention product; a non-adult comprehensive (teen) product; and a turnkey version of Invisalign to help doctors plan and manage cases more efficiently. The new products extend the benefits of the Invisalign system to more patients and will improve the overall treatment process for doctors by adding features that range from streamlined treatment planning and case monitoring support, to specially-engineered aligners and aligner wear indicators, to aligner shipments staged to meet treatment needs.

"For the past two years we have focused on Align's long-term strategy and the opportunity we have to further penetrate our market through product innovation," said Thomas M. Prescott, Align Technology's president and chief executive officer. "This is the year our product development strategy is coming to life. 2008 marks a new direction in the way Align develops and delivers the technology, clinical expertise and benefits of the Invisalign system to our customers and their patients. New products that are designed to increase utilization and overcome barriers to greater adoption are now in pilot, and we are excited about previewing those offerings at the JPMorgan Healthcare Conference today."

Vivera Retainers Deliver a Superior Long-term Retention Product

Vivera retainers are a convenient, long-term retention product designed for both Invisalign and non-Invisalign patients. Vivera retainers are prescribed by Invisalign doctors and shipped directly to patients or to the treating doctor four times a year through an annual subscription program. Unlike other traditional clear retainers, Vivera retainers are made with the same state-of-the-art technology as Invisalign aligners to create a strong retainer with a precise, comfortable fit. Align's lab tests show that Vivera's proprietary thermoplastic material is more than 30 percent stronger than other leading clear retainer materials. That strength is a key quality for retaining teeth in their final position. Align's research also demonstrates that many clear thermoplastic retainers begin to deform after as little as two months of simulated daytime wear, impacting their ability to maintain teeth in their final retained position. With Vivera retainers, patients receive new, strong retainers every three months during the subscription period.

Invisalign Teen Addresses Orthodontist Demand for Product Tailored to Younger Patients

Invisalign Teen is designed to meet the specific needs of the non-adult comprehensive (teen) treatment market. Many doctors routinely treat teen patients with Invisalign, but Invisalign Teen will include features that make it easier and more efficient for doctors to treat younger patients. Features include an aligner wear indicator to help gauge patient compliance and specially engineered aligner features to address the natural eruption of key teeth and root control issues common in patients age 13 to 19. As part of Invisalign Teen, Align will also ship up to three free replacement aligners during active treatment to cover potential aligner loss.

Invisalign ClinAssist Offers a Turnkey Solution Specifically for GP Dentists

Invisalign ClinAssist is designed as a consultative approach to Invisalign treatment for doctors who want a highly efficient treatment process with built-in monitoring tools and progress checks. Planned features include a simplified submission process, case monitoring support by Align to help doctors keep cases on track, and staged shipment of aligners based on treatment progress. Invisalign ClinAssist will incorporate clinical best practices based on Align's extensive database of Invisalign case data to give doctors a more intuitive, less labor-intensive treatment process.

"The products planned for 2008 are the direct results of the extensive customer research we've conducted over the past few years, and are designed to address issues that doctors identified as barriers to treating more patients with Invisalign," said Darrell Zoromski, vice president and chief marketing officer, Align Technology. "We've maintained the best attributes of the Invisalign system, but have evolved away from a 'one size fits all' product to a product line with specific uses, tools, and delivery options that will help doctors treat more patients successfully."

The 2008 product offerings all leverage the innovative technology, extensive clinical data, and proven efficacy of the Invisalign system; however, these and other future products will rely on new features, tools and delivery options to meet specific clinical demands while providing a family of end-to-end solutions for doctors. With the launch of these new products, the Invisalign

product family will include solutions for most day-to-day treatment needs: simple/limited treatment cases (Invisalign Express), comprehensive or complex cases (Invisalign Full, Invisalign ClinAssist), younger patients (Invisalign Teen), post-treatment retention (Vivera Retainers).

Availability

Vivera Retainers are available now through Invisalign doctors in North America. Product and pricing details are available at <http://www.viveraretainers.com>. Invisalign Teen is scheduled for release in late 2008. Invisalign ClinAssist is scheduled for release in late 2008 or early 2009. Pricing and specific offerings for Invisalign Teen and Invisalign ClinAssist will be available closer to launch. Final feature sets may change based on pilot testing.

Align Product Preview Webcast and Conference Call

Align Technology will host a technology conference call and simultaneous slide webcast on January 9, 2008 at 8:30 a.m. ET, 5:30 a.m. PT, to preview the 2008 product roadmap. To access the webcast, please go to Align Technology's Investor Relations web site at <http://investor.aligntech.com>. To access the conference call, please dial 201-689-8341 approximately fifteen minutes prior to the start of the call. If you are unable to listen to the call, an archived webcast will be available beginning approximately one hour after the call's conclusion and will remain available for approximately 12 months. Additionally, a telephonic replay of the call can be accessed by dialing 877-660-6853 with account number 292 followed by # and conference number 268147 followed by #. The replay must be accessed from international locations by dialing 201-612-7415 and using the same account and conference numbers referenced above. The telephonic replay will be available through 8:30 a.m. ET on January 23, 2008.

Align Executive to Present At JPMorgan Healthcare Conference (corrected time)

In addition, Thomas M. Prescott, president and chief executive officer of Align Technology, is scheduled to speak at the 26th Annual JPMorgan Healthcare Conference on January 9, 2008. Both the presentation and breakout session, as noted below, will be web cast live via Align Technology's Investor Relations web site at <http://investor.aligntech.com>. An archived replay will remain on the web site for approximately three months. Details follow:

Conference:	JPMorgan Healthcare Conference
Date:	Wednesday, January 9, 2008
Presentation:	2:30 to 2:55 p.m. Eastern Time (corrected time)
Breakout:	3:00 to 3:25 p.m. Eastern Time (corrected time)

Align Q4 and 2007 Year End Financial Results Webcast and Conference Call

On Tuesday, January 29, 2008, after the close of market, Align Technology will report fourth quarter and 2007 year end financial results. Financial results will be released over PR Newswire and First Call and will be available on Align Technology's Investor Relations web site at <http://investor.aligntech.com>. Following the press release, Align Technology executives will host a conference call to review fourth quarter and 2007 year end financial results. The conference call will begin at 4:30 p.m. ET (1:30 p.m. PT) and will also be available as an audio web cast live via the Internet. To access the web cast, please visit Align Technology's Investor Relations web site at <http://investor.aligntech.com>. To access the conference call, please dial 201-689-8341 approximately fifteen minutes prior to the start of the call. If you are unable to listen to the call, an archived web cast will be available beginning approximately one hour after the call's conclusion and will remain available for approximately 12 months. Additionally, a telephonic replay of the call can be accessed by dialing 877-660-6853 with account number 292 followed by # and conference number 268148 followed by #. The replay must be accessed from international locations by dialing 201-612-7415 and using the same account and conference numbers referenced above. The telephonic replay will be available through 4:30 p.m. ET on February 12, 2008.

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.

Forward-Looking Statement

This news release contains forward-looking statements, including statements regarding Align's assumptions on the impact of the 2008 product offerings on utilization and customer adoption; product release date; and product features. 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. These statements are not guarantees of the date of availability, which may be delayed or cancelled, or of the availability of the features mentioned, which may be changed or removed prior to release. Actual results may differ materially and adversely from those expressed in any forward-looking statement. Factors that might cause such difference include, but are not limited to, the possibility that the market for the sale of certain products may not develop as expected; that the development and performance of these products and services may not proceed as planned; and other risks that are described 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, 2006, which was filed with the Securities and Exchange Commission on March 12, 2007, and its Quarterly Reports on Form 10-Q. Align undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

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