



## **Align Technology and "DR. PHIL" Give Viewer the Smile She's Always Wanted**

SANTA CLARA, Calif., Sep 4, 2003 /PRNewswire-FirstCall via COMTEX/ -- Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign®, a proprietary method of straightening teeth without wires and brackets, joined "DR. PHIL" this week in helping one of the show's viewers achieve the smile she's always wanted.

On the "Yup, I Screwed Up" episode of "DR. PHIL," which aired on Tuesday, September 2nd, Dr. Phil spoke with audience member JoAnn Geran, who wrote to Dr. Phil regarding her desire for a better smile. Geran told Dr. Phil that she's worked hard to build confidence in other areas of her life and realizes she is "beautiful inside and out," but asked for his help in getting a smile that matches that internal beauty. Geran said, "I have happy things and good things going on in my life, and I want that reflected outwardly in my smile."

The youngest of seven children, Geran missed out on orthodontic treatment as a child. Now that she is an adult, getting straighter teeth is on her personal "to-do" list.

"DR. PHIL" asked Align Technology to help make Geran's dream come true and surprise her with Invisalign treatment. Invisalign combines cutting-edge, virtual treatment planning software with a series of clear, removable appliances called Aligners. Aligners move the patient's teeth incrementally and correspond to stages of tooth movement in the doctor's treatment plan.

In addition to providing Invisalign treatment, Align Technology and "DR. PHIL" introduced Geran to Invisalign expert Dr. Robert Boyd, professor and chair of the orthodontics department at The University of the Pacific in San Francisco. Dr. Boyd is one of the most experienced Invisalign doctors in the country, and is excited about helping Geran reach her treatment goals.

"JoAnn's desire for treatment and the genuine excitement she displayed on the show reminds us of the value that people place on a great smile," said Dr. Boyd. "Helping patients achieve a smile that reflects their inner beauty and self-confidence is one of the best parts of my job."

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.

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