



Align Technology Offers Customers Discounted Pricing and Dedicated Support With Technology Solutions from HP

SANTA CLARA, Calif., Aug 19, 2003 /PRNewswire-FirstCall via COMTEX/ -- Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign®, a proprietary method of straightening teeth without wires and brackets, today announced a new program with HP that provides Align customers with pricing discounts and dedicated technical support on select HP computer systems.

"We believe HP systems provide ideal support for Align's unique technology, and also meet all the computer needs of busy practices," said David Thrower, Vice President of Marketing at Align Technology. "This relationship with HP will help Align deliver the best possible technology solutions to our customers."

Working with HP, Align has qualified specific HP desktop and notebook systems as ideal platforms for Invisalign's 3D treatment planning software and Web-based clinical resources. The program allows Invisalign-certified doctors to purchase these systems directly from HP at special, discounted prices. In addition, Align and HP will work together to provide dedicated technical support for these systems through HP Customer Support.

"Our agreement with Align Technology is an opportunity to reach thousands of dental professionals who use Invisalign®," said Robyn West, vice president, Small and Medium Business, HP Personal Systems Group. "As a result of this agreement, we believe dental professionals will get more value, support and satisfaction from their experience with HP products and services."

Align will launch this program at Invisalign Provider Workshops and Certifications across the country this month. Invisalign doctors can order the HP systems by calling 1-800-248-3707 ext. 15732 or via the Web at www.hp.com/go/invisalign.

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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