



September 7, 2016

## **Align Technology Reaches 4 Millionth Invisalign Patient; Pace of Adoption Accelerating Worldwide**

### **Align Reaffirms Pledge to Donate up to \$1 Million to Operation Smile and Inspire Others to Help Children in Need**

SAN JOSE, CA and LONDON, UNITED KINGDOM -- (Marketwired) -- 09/07/16 -- Align Technology, Inc. (NASDAQ: ALGN), the worldwide market leader in clear aligner treatment, today announced that 4 million patients have now started treatment with Invisalign, the most technically advanced clear aligner system in the world. This is a significant accomplishment for the company and the 100,000 Invisalign-trained doctors around the world, demonstrating increased global acceptance of Invisalign treatment as a preferred choice for straightening your teeth. In connection with this achievement, Align Technology is reaffirming its commitment to help provide treatment to children around the world born with cleft lip and cleft palate, and will donate \$1 to Operation Smile for every public share of a photo of a person's smile on Facebook, Twitter, or Instagram with the hashtag #4millionsmiles -- for a total donation of up to \$1 million.\*

"We are very proud to now have 4 million people who have begun treatment with Invisalign clear aligners instead of metal braces," said Joe Hogan, Align Technology president and CEO. "Reaching 4 million Invisalign patients in half the time it took to reach 1 million is remarkable and reflects accelerating adoption resulting from nearly 20 years of experience and significant innovation in our products and technology. We strive to provide Invisalign practices and their patients with the best treatment possible and believe every patient should have access to the most advanced treatment options for a healthy smile. To that end, we hope to inspire others to give more smiles to children in need with our continuing pledge to Operation Smile."

Align Technology is committed to continuing innovation in its products and features and helping Invisalign providers achieve exceptional results. By combining biomechanics research, 3D software technology, cutting-edge mass-customization, and insights from treating 4 million-plus patients worldwide, Invisalign clear aligners provide a more comfortable and aesthetically appealing treatment option that addresses 50% of orthodontic cases.

The 4 millionth Invisalign patient is Matthew Webb, who is in treatment with Dr. Graham Tinkler, an Invisalign professional at Bupa Dental Centre, Bank, London, United Kingdom. To mark this major milestone for the company, Mr. Webb will be featured in an upcoming Invisalign advertising campaign, entitled *One in Four Million*, which will follow Matthew through his Invisalign journey capturing his experiences and the transformation of his new smile.

"I have been treating patients with Invisalign clear aligners for 10 years and in that time have improved the smiles of over 2,000 patients using Invisalign clear aligners," said Dr. Graham Tinkler. "I love the Invisalign system because it makes such a difference in people's lives, it can be tailored to suit the patient's needs, and it fits within their lifestyle. Every time the patient sees you they are a bit happier. Patients actually look forward to seeing you!"

"I really admire the less invasive approach to tooth straightening offered by Invisalign treatment and it was one of the reasons I opted for it," said Mr. Webb. "Dr. Tinkler showed me a computer simulation of my tooth movements with Invisalign clear aligners and we discussed various scenarios. I am blown away. I can't believe that something so thin and transparent has the capacity to move my teeth!"

#### **#4MILLIONSMILES**

Starting today, Align Technology would like to invite Invisalign patients and everyone around the world to help a child in need by participating in the "4 million smiles" social media campaign using the dedicated hashtag #4millionsmiles. Each post of a smile with the hashtag #4millionsmiles published on Facebook, Instagram or Twitter, will be matched by Align Technology with a donation of \$1 to Operation Smile for a total pledge up to \$1 million\*. The aim of the campaign is to light up the world with smiles and to help deliver as many as 400 healing smile operations through Operation Smile. The campaign will culminate October 7 on World Smile Day, when the #4millionsmiles messages posted from all over the world will light up an interactive Invisalign website.

### **About Align Technology, Inc., Makers of the Invisalign® Clear Aligner System**

Adults and teens now have a modern choice for straightening their teeth. No more wires and brackets required -- Invisalign and Invisalign Teen aligners are the [clear alternative to metal braces](#) that uses a series of virtually invisible and removable aligners that gradually move teeth over time. The benefits include: no food restrictions, minimal interference with sports or other activities, and [teeth get straightened](#) without most people knowing they are in treatment. Learn more and find a trained Invisalign doctor at [www.invisalign.com](http://www.invisalign.com).

All Invisalign products are designed, manufactured and marketed by Align Technology, Inc. (ALGN). Today the Invisalign product family includes Invisalign Full, Invisalign Teen®, Invisalign Assist®, Invisalign Express and Vivera® Retainers. Invisalign and Invisalign Teen are trademarks of Align Technology, Inc. Align Technology develops innovative, technology-rich products such as the Invisalign system and the iTero® scanner and services. Visit [www.aligntech.com](http://www.aligntech.com) for more information.

### **About Operation Smile**

Operation Smile, headquartered in Virginia Beach, Virginia, is an international medical charity with a presence in more than 60 countries, whose global network of thousands of credentialed medical volunteers from more than 80 countries is dedicated to helping improve the health and lives of children. Since its founding in 1982, Operation Smile has provided more than 220,000 free surgical procedures for children and young adults born with cleft lip, cleft palate and other facial deformities. To build long-term sufficiency in resource-poor environments, Operation Smile trains doctors and local medical professionals in its partner countries so they are empowered to treat their local communities. Operation Smile also donates medical equipment and supplies and provides year-round medical treatments through its worldwide centers.

*\* Align Technology donation pledge through March 3, 2018. To date, Align has donated US\$200 thousand to Operation Smile as part of the #3millionsmiles campaign launched on March 3, 2015 and the #4millionsmiles campaign continues this pledge to Operation Smile. Facebook shares must be made public in order to trigger the donation. Restrictions apply. See the full terms and conditions at [invisalign.com](http://invisalign.com).*

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