



Experienced Practices Reduce Treatment Time and Boost Profits With Invisalign®

SANTA CLARA, Calif., July 20 /PRNewswire-FirstCall/ -- Align Technology, Inc. (Nasdaq: ALGN) today announced new data that proves experienced practices can reduce in-office and treatment planning time and increase profits with Invisalign®, the company's proprietary method of straightening teeth without wires and brackets. The data also demonstrates that Invisalign can be a more efficient and profitable treatment option than fixed appliances for experienced practitioners.

The analysis was prompted by questions doctors frequently ask about Invisalign pricing, doctor treatment time, and hourly revenue. Practice management consultants from Peniche & Associates reviewed fee and chart data for more than five hundred finished cases in orthodontic practices across the country. When Invisalign cases were compared to fixed appliance cases, they found that on average:

Invisalign required 40 percent less overall chair and treatment planning time than fixed appliances, including 12 percent less in-office or "chair" time per appointment and 5 times fewer emergency appointments than with fixed appliances. The Invisalign patient fee averaged only 3 percent higher than comparable fixed appliance cases. Gross profits per hour with Invisalign were 10 percent higher than with fixed.

Doctors who price Invisalign treatment close to fixed appliance fees are more likely to increase their number of Invisalign case starts. This can translate into dramatic increases in overall case revenue and profitability.

"Last year I dropped my Invisalign premium over braces from \$1,350 to \$400. I went from an average of 23 Invisalign case starts per quarter to 60, adding nearly \$66,000 in net fees -- and my gross profits per hour are still higher with Invisalign," said Dr. Robert Fry, an orthodontist in Overland Park, Kansas. "My goal now is to treat 50 percent of my new patients with Invisalign without decreasing the number of traditional bracket starts."

The data also showed that Invisalign treatment in an experienced practice takes less in-office or chair time per appointment, and that doctors delegate more aspects of Invisalign treatment to staff. As a result, practices can treat more Invisalign patients per day without additional staff and overhead.

"Helping our customers achieve clinical and financial success with Invisalign is one of our most important goals," said David S. Thrower, Vice President of Global Marketing at Align Technology, Inc. "But we are also excited about the benefits to their patients -- less chair time means that Invisalign patients can receive great orthodontic treatment with minimal inconvenience and time away from their busy schedules."

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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07/20/2004

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