



October 2, 2015

Smile and the World Smiles with You: Align Technology Will Donate US\$1 to @OperationSmile for Every Person Who Shares a Photo of Their Real Smile with #RealSmile

SAN JOSE, Calif.--(BUSINESS WIRE)-- Align Technology, Inc., (NASDAQ: ALGN) continues its support of Operation SmileSM and commitment to donate \$1 million to help children across the globe born with cleft lips and cleft palates receive proper surgical care. The #RealSmile campaign is timed to coincide with World Smile Day, Oct. 2, to encourage people to celebrate and share the joy of a 'real smile'.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151002005154/en/>

What is a real smile? A real smile is unguarded, shows no self-consciousness and involves the whole face; the eyes, the cheeks, and the teeth, not just an upturned mouth. The smile beams with joy and lights up the whole face.

On World Smile Day, Align Technology will initiate a global photo sharing wave of activity by asking all of its Invisalign® fans and followers on social media channels around the world to take a selfie or find an existing photo of themselves giving a real smile and share it on their Facebook, Twitter, or Instagram profile. The campaign will also encourage social media users to nominate a friend to do the same. Every public share of a photo of a person's real smile on Facebook, Twitter, or Instagram with #RealSmile will trigger a US\$1 donation by Align Technology. The Company will work with Operation Smile and Invisalign ambassadors and regional stakeholders to encourage their communities of followers to join with them in the campaign.

The #RealSmile campaign aims to help children smile around the world by raising awareness and generating interest and money for Operation Smile. Operation Smile provides free surgeries to repair cleft lips, cleft palates and other facial deformities for children worldwide who would never be able to smile freely without their help.

For more information please visit <http://www.invisalign.com/operationsmile#realsmile>

For information about Operation Smile please visit <http://www.operationssmile.org>

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 the straightening of a patient's [teeth](#) without almost anyone knowing they are in treatment. Learn more and find a trained Invisalign doctor at 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, Invisalign Teen, Vivera and iTero 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 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.

**Through March 3, 2018, Align will donate a minimum guaranteed donation of \$500,000 (U.S.) up to \$1 million. Facebook shares must be made public in order to trigger a donation. Restrictions apply. See details at invisalign.com. The #RealSmile campaign, in addition to all Align campaigns with Operation Smile, fall under a contribution maximum of \$1 million.*

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