



Align Technology Introduces Invisalign® Express, a Low-Cost, Robust Solution for Simple Orthodontic Cases

SANTA CLARA, Calif., Aug 15, 2005 /PRNewswire-FirstCall via COMTEX/ -- Align Technology, Inc. (Nasdaq: ALGN), the inventor of Invisalign(R), a proprietary method of straightening teeth without wires and brackets, today launched Invisalign Express, a new robust and lower-cost solution for simple orthodontic cases.

Invisalign Express will help a broader range of patients say "yes" to orthodontic treatment by providing a lower-cost option for adult relapse cases, for minor crowding and spacing, and as a pre-cursor to restorative or cosmetic treatment such as veneers.

Invisalign Express is a simple, dual arch orthodontic treatment consisting of a series of up to ten clear removable aligners. Priced at only \$750 for doctors, Invisalign Express allows doctors to more affordably offer the reliability and quality of Invisalign treatment to patients with minor crowding and spacing.

"Invisalign Express was specifically designed to provide affordable, predictable treatment for simple cases without compromising on product quality or treatment outcomes," said Thomas M. Prescott, Align President and Chief Executive Officer. "Now our customers can get great results at a price that matches the treatment time and level of complexity involved with minor tooth movements."

The launch of Invisalign Express follows an early 2005 pilot program to test a limited treatment product. Align incorporated customer feedback from the pilot and designed Invisalign Express to include:

- Dual arch treatment of up to ten aligners per arch;
- Two options for accepting ClinCheck: doctors can either review and manually accept each ClinCheck as they do with full Invisalign treatment, or select the "Auto Accept" option to have ClinChecks automatically accepted for Invisalign Express cases;
- Free case set-ups with no cancellation fee prior to accepting ClinCheck either manually or using the "Auto Accept" feature;
- The flexibility to easily upgrade to full Invisalign treatment;
- A set of three additional detailing aligners available at end of treatment for \$99.

"We believe Invisalign Express will help expand the market for orthodontic treatment by meeting doctor and patient demand for a low-cost and high-quality limited application product," said Mr. Prescott. "Invisalign Express addresses patient price sensitivity with a lower-priced solution for simple cases, and reduces a doctor's barrier to trial by eliminating the cancellation fee prior to accepting ClinCheck."

Align will support the Invisalign Express launch and educate doctors about the new product by leveraging its existing professional marketing campaigns and clinical education programs. Invisalign Express is available now in the United States, Canada, Hong Kong and Australia.

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.

This news release contains forward-looking statements, including statements by Mr. Prescott that Invisalign Express will help expand the market for orthodontic treatment. Forward-looking statements contained in this news release relating to expectations about future events or results are based upon information available to Align as of the date hereof. Readers are

cautioned that these forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. As a result, actual results may differ materially and adversely from those expressed in any forward-looking statement. Factors that might cause such a difference include, but are not limited to, demand for Invisalign Express and acceptance of Invisalign Express by consumers and dental professionals. These and other risks are detailed from time to time in Align's periodic reports filed with the Securities and Exchange Commission, including, but not limited to, its Annual Report on Form 10-K for the fiscal year ended December 31, 2004, which was filed with the Securities and Exchange Commission on March 3, 2005, and its Quarterly Reports on Form 10-Q. Align undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

SOURCE Align Technology, Inc.

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