

DenMat, the Makers of Lumineers, Acquires Substantially All Dental Assets of Zila, Inc.

Zila's Dental Assets Will Be Transferred to DenMat with Operations Moving to DenMat's Central Coast California Headquarters by April 2014

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LOMPOC, Calif., Feb. 20, 2014 /PRNewswire/ -- DenMat, a leading manufacturer and distributor of innovative esthetic dentistry and advanced oral health solutions for dental professionals, announced today that it has acquired substantially all dental assets of Fort Collins, CO based Zila, Inc. Zila manufactures and markets to dentists and hygienists a portfolio of proprietary oral hygiene products dedicated to the detection, prevention and treatment of gum disease, and the management of oral health.

Building upon a broad range of dental equipment, materials, and esthetic lab services, DenMat will integrate Zila's soft tissue and oral hygiene-focused products into its expanding portfolio. These products, which include Rotadent® professional power toothbrush, Atridox® antibiotic for treatment of periodontitis, soft-tissue management essentials, and a line of soft-tissue surgical lasers, will enable DenMat to offer to dental professionals a one-stop-shop for preventative soft-tissue management and enhanced oral hygiene.

"This acquisition is a major milestone for us," said Steve Semmelmayr, CEO of DenMat. "DenMat is not only acquiring a trusted line of professional oral hygiene products but is also expanding its North American sales and customer care team to support this significant product line growth and entry into the oral hygiene market. Zila's products are a perfect fit with DenMat's current suite of oral health and esthetic solutions that help dentists and hygienists provide the highest standard of patient care."

Building on its goal to offer dental professionals a broad range of high-quality choices, DenMat's addition of Zila's products follows DenMat's recent acquisitions of restoratives and impression products from Royal Philips Electronics, including Splash® and Precision® impression materials, Vanilla Bite™ registration material, Perfectemp® crown and bridge material, and Flashlite™ curing lights. Similarly, DenMat recently acquired PeriOptix, Inc., a California-based company known for high-quality magnification and illumination technologies for dental and medical professionals.

David Speights, CEO of Zila, Inc. stated "We are thrilled to know that the legacy of Zila's products will continue on with such a strong and well-respected global dental organization in DenMat."

Certain Zila operations including sales, marketing, R&D, and manufacturing are expected to move to DenMat's facility in Lompoc, California by April 2014. DenMat has secured additional operations space near its 100,000 square foot Lompoc world headquarters.

About DenMat Holdings, LLC: DenMat Holdings, LLC is a leading provider of cosmetic, restorative and clinical product solutions that help dentists deliver exceptional smile enhancements. Serving more than 86,000 dentists worldwide, the company's portfolio of professional products includes award-winning restoratives, cements and adhesive materials. Innovative products and new distribution partnerships continue to position DenMat at the forefront of the dental industry—from Lumineers®, the most patient-requested thin veneers in dentistry, and Snap-on Smile®, to innovative diagnostic and clinical solutions including VELscope® and PeriOptix®, as well as noted brands like the Flashlite® Magna 4.0 curing light and Splash!® VPS impression materials. DenMat's Lab is recognized as a leading laboratory for both minimally invasive and traditional-preparation restorations, while DenMat Education offers continuing education programs for the dental industry. For more information, visit www.denmat.com or call 1-800-4DENMAT (1-800-433-6628).

About Zila, Inc: Based in Fort Collins, CO, and with manufacturing facilities in Batesville, AR, and Fort Collins, CO, Zila is a fully-integrated, oral hygiene company dedicated to the identification and marking of abnormal oral lesions suspicious for pathology, the detection, prevention and treatment of periodontal disease, and the management of oral health. Zila designs, manufactures and markets a portfolio of proprietary products sold exclusively and directly to dental professionals. All Zila products are proudly made in the U.S.A. For more information about Zila, visit www.zila.com.

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