



FOR IMMEDIATE RELEASE

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Monarch Dental Office Opens in Lake Worth

General, Preventive, and Specialty Dentistry Available in One Convenient Location

Lake Worth, Texas, Oct. 18, 2005 — In order to meet the growing need for quality, affordable dental care in the Dallas/Ft. Worth area, Bright Now! Dental, Inc., the nation's leading provider of business support services to dentists, today announced the opening of a Monarch Dental office in Lake Worth, at 6628 Lake Worth Blvd., Ste. 200. This new office follows six Dallas / Ft. Worth-area Monarch Dental offices built from the ground up since January 2004, including offices in Burleson, Cedar Hill, Keller, McKinney, Arlington (on N. Collins), Mansfield, and Corinth.

The new dental office is equipped to provide prompt, efficient dental care by offering general, preventive, and specialty dental services and is open Monday through Friday, from 8:00 a.m. to 5:00 p.m. It provides families with a convenient, comfortable environment where they can receive the latest in comprehensive, quality dental care and helps patients take an active role in maintaining or improving their overall health.

Sonya Austin, D.D.S., is a graduate of the University of Texas Health Science Center at Houston's Dental Branch and has advanced training in orofacial pain and endodontics. She has practiced dentistry in the metroplex, and is affiliated with several local and national dental associations. "As a dentist, it is my responsibility to treat not only the patients' immediate need, but also to provide comprehensive dentistry through diagnosis, treatment, and maintenance," said Dr. Austin. "Every patient should be treated with compassion and I accomplish this by listening to patients and understanding their needs."

To celebrate the grand opening, the Lake Worth office is offering a new patient introductory offer for a dental exam, x-rays, teeth cleaning, and a teeth whitening kit for \$99 (reg. \$380; basic cleaning in absence of periodontal disease. Teeth whitening kit includes upper and lower arch trays. Not all patients are candidates for whitening. Valid for new, cash patients. Limit one per person. Not to be combined with any other offers. Valid for initial visit only. Offer expires 1/31/06).

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Prospective patients can call the office at 1-888-6-BRIGHT or 817-238-7984 to schedule appointments. For patients who do not have dental insurance, the Bright Now! Dental Network affiliated offices offer the ConfiDent[®] dental discount program. For a low annual fee, this dental discount program makes dental care affordable to individuals and families without dental insurance through a 25% discount on general dental services and a 20% discount on specialty services where available (discount applies to usual and customary fees, which are based on regional dental advisory fee schedules).

About the ConfiDent[®] Dental Discount Program

The ConfiDent[®] program is not an insurance plan. There are no benefits payable to enrollees, nor does ConfiDent[®] compensate dental care providers for services they may render to employees. ConfiDent[®] is not an insurer, guarantor or underwriter of any services provided under the program or of any payments to providers. Enrollees arrange for needed dental care including payment directly with the dental care provider. Enrollees are responsible for the entire cost of the dental care and ConfiDent shall in no event be liable for any payment to a provider accessed under the program.

About Bright Now![®] Dental Inc.

Bright Now![®] Dental Inc. and its wholly owned subsidiaries, Monarch Dental Corp., Castle Dental Centers, and Newport Dental Plan, provide business support services to approximately 300 dental offices in 19 states nationwide. Affiliated and staff dentists provide general, cosmetic, and specialty care to more than two million patients each year. Bright Now's mission is to manage the time-consuming business functions of running dental practices, in order to free dentists to devote virtually all of their time to caring for patients by delivering quality dental care, superior service, and exceptional value.

Bright Now offers dentists and their patients numerous benefits and advantages over traditional dental care models. Bright Now assumes responsibility for business support services such as finance, sales and marketing, information technology, human resources, purchasing, and real estate development, while dentists retain responsibility for all clinical matters. Patients benefit from quality, full-service dental care, including general dentistry, cosmetic dentistry, and specialty services such as orthodontics. Extended evening and weekend office hours, convenient locations, affordable prices, and flexible payment plans make quality dental care available to a wide range of patients.

Based in Santa Ana, Calif., Bright Now and its affiliated dentists employ approximately 4,300 people nationwide. For more information, visit www.brightnow.com.

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