



For Immediate Release – February 11, 2009

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**ClassOne Orthodontics Announces Revolutionary New Orthodontic Product Line
Proven To Dramatically Improve Oral Hygiene
SeLECT Defense™**

Lubbock, TX – A breakthrough new orthodontic product line - SeLECT Defense™ - with implications for improved oral hygiene, has been released by ClassOne Orthodontics to the Texas market, to be followed by a worldwide launch in April.

Product Development - Texas Teamwork

In close collaboration with ClassOne Orthodontics, the revolutionary product line was developed and patented by researchers at Texas Tech University Health Sciences Center in Lubbock, Texas through licensing and co-development with Selenium, Ltd., and is now marketed exclusively by ClassOne Orthodontics.

“SeLECT Defense is the next big advance in orthodontic treatment,” said Kenny Gallagher,” President, ClassOne Orthodontics. “Research shows that parents and their children are concerned about oral hygiene during orthodontic treatment. This product is going to virtually alleviate that concern.”

Product Performance

SeLECT Defense technology is used in orthodontic treatment to coat brackets, ligature ties, and closing chain to help reduce plaque build-up and improve oral hygiene.

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The patented formula is also mixed in with adhesives, cements and sealants to prevent tooth decalcification or demineralization. SeLECT Defense products do not require the doctor to perform any special steps when applying to patient - they are used exactly as standard orthodontic products.

In laboratory tests, SeLECT Defense technology has proven to dramatically reduce microbial development, commonly known as plaque, and eliminate the appearance of white spots, which can form during orthodontic treatment.

University of Texas Health Science Center Study

SeLECT Defense is a patented coating using a proprietary formula that is applied to orthodontic products used in braces. Researchers at the University of Texas Health Science Center at San Antonio, Texas conducted a 28-day mouth simulation study of products with SeLECT Defense to determine the effectiveness of preventing microbial formation on teeth. The results were extraordinary. SeLECT Defense technology offered 100% prevention of the development of clinically visible white spot lesions around orthodontic brackets with elastomeric rings, while 40% chlorhexidine varnish, a commonly used coating, offered limited protection. Microscopic examination of the teeth surfaces showed that SeLECT Defense technology reduced enamel demineralization (or white spot formation) around orthodontic brackets by 86% when the tooth is brushed twice daily and by 80% when the tooth is not brushed. By comparison, the application of 40% chlorhexidine reduced demineralization only by 60% even when the teeth are brushed and by 66% without brushing. Furthermore, SeLECT Defense technology was not removed by tooth brushing within the period of the study.

Regulation

ClassOne received FDA clearance in July 2008 to market SeLECT Defense.

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Leading Orthodontists Participation

In developing the product, ClassOne invited some of the country's leading orthodontists to take part in a SeLECT Society Advisory Committee to provide expert opinion and direction. "As an orthodontist you are always looking for ways to improve the patient experience and outcome," said Dr. Robert "Tito" Norris, DDS, San Antonio, TX. "I am very excited about the potential this product has to improve overall hygiene in my patients during orthodontic treatment."

SeLECT Defense Pre-Ordering

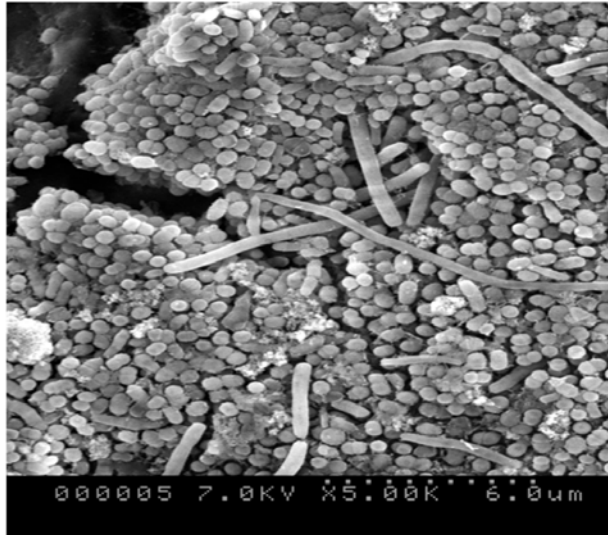
ClassOne began taking pre-orders from orthodontists and dentists January 15th, with delivery of SeLECT Defense ligature ties, closing chain, brackets, adhesives, cements and sealants available April 19.

About ClassOne Orthodontics

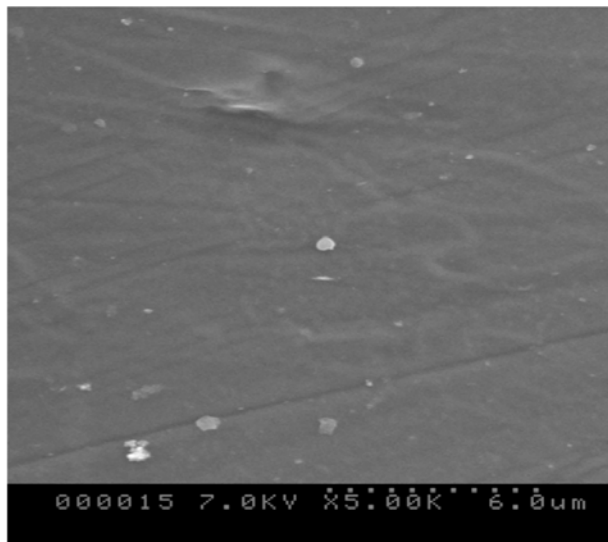
ClassOne Orthodontics is a resource for innovative, cutting-edge technology as state-of-the-art quality products. We provide superior customer service through a well-informed, team oriented staff of caring individuals. We deliver value to our customers through prompt response, timely delivery and very competitive pricing. For more information please call Jan Coddling, ClassOne Director of Marketing, at 806.797.1199 or visit www.selectdefense.com.

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SeLECT Defense™ Release Photos and Cutlines



5,000x magnification photograph showing an untreated ligature that is highly colonized with various strains of staph, which cause plaque and in many cases permanent decalcification.*



5,000 x magnification photograph showing a SeLECT Defense™ treated ligature, which is noticeably cleaner and smoother than the untreated ligature pictured above.*

** Laboratory tests conducted by Selenium, Ltd at Texas Tech University Health Science Center*