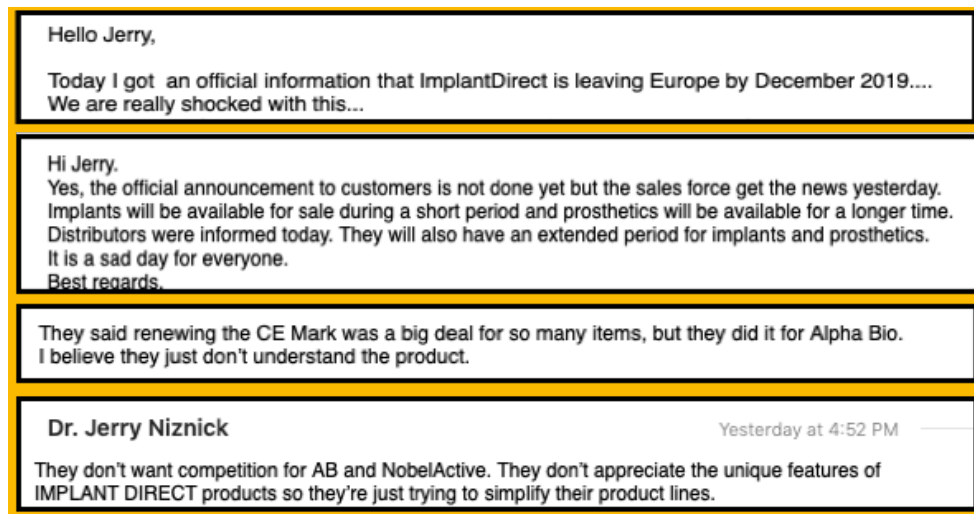
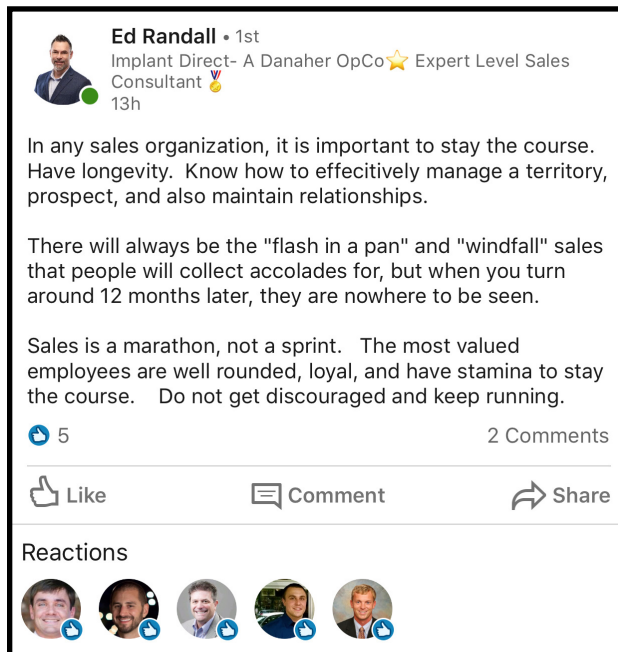


NobelBiocare Shuts Down Implant Direct Sales Operations in Canada and Europe



Implant Direct rep points out a lesson that Implant Direct, under NobelBiocare's management, does not seem to be heeding where Canada and EU are concerned:

"In any sales organization, it is important to stay the course. Have longevity. Know how to effectively manage territory, prospect and also maintain relationships."



Gerald Niznick DMD, MSD
now

Chairman of the Board of Directors at Acromil Aer...

Nobel, who now controlled and manages, if not owns Implant Direct, recently terminated all its Canadian salespeople and operations. It just announced to all its European Implant Direct sales force and distributor network that they were ceasing operations by the end of the year. When I retired as president the end of 2013, EU sales were about \$20m and growing with many satisfied customers using our products. That year, Implant Direct, under my leadership, experienced 18.8% global growth compared to 2.2% for Nobel. Implant Direct kept this chart on its website well into 2016 claiming it was the fastest growing company in the industry which it was in 2013. It is a sad comment on corporate responsibility for Nobel to pull the plug on Implant Direct's very successful value priced product line so as to not to compete with its premium priced NobelActive and NobelReplace products or its discount priced Alpha Bio Israeli products rather than take the time to understand the features, benefits and value of implant Direct's patented, very successful implant designs. In the US, implant Direct salespeople are discouraged from explaining these benefits to existing Nobel customers, denying them the chance to saving money and improving success.

2013 Performance

Company	North American Growth Over 2012	Global Growth Over 2012
Implant Direct	25.8%	18.8%
Straumann	6.2%	0.4%
Nobel	4.5%	2.2%
Zimmer	3.9%	0.7%