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## **Benco Dental Acquires Eastern Dental Supply**

***Deal is Benco Dental's third acquisition in twelve months.***

WILKES-BARRE, PA (February 21, 2008) Benco Dental, the nation's fastest-growing distributor of dental products and equipment, today announced the acquisition of Eastern Dental Supply. Financial terms were not disclosed. The transaction will close on March 1.

Eastern Dental Supply has served the south central Pennsylvania market for over two decades. Owners Barbara and David Jacobs will join Benco Dental, bringing with them over 50 years of combined experience. Several key team members will also join Benco Dental.

"We look for strong customer focus, growth, and solid market positioning. Eastern Dental Supply brought all three to the table," said Charles Cohen, president of Benco Dental. "Eastern's management team did an excellent job of creating the kind of win-win customer relationships that we strive for. We look forward to strengthening these established relationships even further through our expanded product and service offerings."

This will be Benco Dental's third such acquisition in twelve months. In February 2007, the company acquired Pennsylvania-based KernCo Dental Supply and in November, Minneapolis-based Marcus Dental Supply was acquired.

### **About Benco Dental**

Benco Dental is the nation's fastest-growing dental distributor, selling supplies, equipment, and consulting services. The company is headquartered in Wilkes-Barre, PA, and serves over 20,000 dental practices and laboratories in 34 states. Founded in 1930 and focused on a unique mission to "deliver success, smile after smile," Benco Dental's industry-leading products and programs include: the BluChip® Buying Club, dentistry's original and most rewarding customer loyalty program; Painless® AI™ (Artificial Intelligence™), a cutting-edge electronic ordering and product selection system; Insite™ dental office design; BencoNET™ digital imaging and operatory integration systems; Transitions Group™ practice development consulting; and the best-trained sales and service team in the business. The toll-free order line is 1-800-GO BENCO. Visit Benco Dental online at [www.benco.com](http://www.benco.com).