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FOR IMMEDIATE RELEASE

LightForce™ Orthodontics Hires Kurt Frazier as Vice President of Sales

Former Invisalign Sales Executive Aims to Change Orthodontics Again with LightForce

Cambridge, MA, September 9, 2019—LightForce Orthodontics, headquartered in Cambridge Mass., announced on Monday that it has hired industry veteran Kurt Frazier as Vice President of Sales. Frazier has held progressive sales leadership positions with several major dental technology companies, including with Align Technology (Invisalign) the current market share leader in orthodontics. Invisalign increased revenues 350%, from \$284 million to \$800 million, during Frazier’s tenure where he was responsible creating and implementing sales enablement strategies that propelled the company’s explosive growth.

“Adding an executive with Kurt’s track record of success in bringing a breakthrough technology to orthodontics is a big huge win for LightForce,” said Alfred Griffin III, LightForce Founder and CEO. “Not only does he understand our customers, but he knows how to build a team that can introduce disruptive solutions and change the status quo.”

LightForce introduced the world’s first fully customized 3D printed bracket system for limited market release at the American Association of Orthodontics Annual Session in May of this year. The critical leadership hire is timed to coincide with the company’s full market release slated for the North Eastern Society of Orthodontics (NESO) annual meeting which will be held in Boston on September 27th and 28th.

“I’m honored and thrilled to join Alfred and the LightForce team at this point in their corporate journey,” said Frazier. “Many of the fundamentals are in place for LightForce to do for orthodontics braces, what Invisalign did for clear aligner therapy. Since an estimated 85% of orthodontic cases are still done with braces the potential for rapid growth that fundamentally changes the profession is extremely exciting.”

For more information, visit lightforceortho.com.

ABOUT LIGHTFORCE ORTHODONTICS

LightForce Orthodontics, headquartered in Cambridge Mass., makes the world’s first and only fully customized 3D-printed bracket system. The system unites the latest in digital treatment capabilities with cutting-edge on-demand, 3D manufacturing to offer clinicians the first significant

advancement in bracket-based treatment protocol in the past 50 years. For more information, visit lightforceortho.com or follow LightForce on Facebook, Twitter and LinkedIn.