

Isolite Receives Townie Choice Award and Dental Excellence Award

*Device that Brings Efficiency and Improved Patient Safety & Comfort to Dental Procedures
Wins Two Industry Accolades*

SANTA BARBARA, CA – February 1, 2010 – Isolite Systems won a coveted fifth consecutive “Townie Choice Award” from *Dentaltown* Magazine for its unique dental product, the Isolite™ dryfield illuminator. The popular device also was voted as “Best New Instrument” in the first annual *DrBicuspid.com* Dental Excellence Awards.

The Isolite dryfield illuminator is an innovative dental tool that combines the functions of light, suction and retraction into a single device solving many of the frustrations that dental professionals deal with on a daily basis. The device gently holds the patient’s mouth open, keeps the tongue out of the working field, and guards the patient’s vulnerable airway, all while continuously evacuating saliva and excess moisture. The super-soft mouthpiece used with the device makes for a more comfortable experience for the patient, and allows dental professionals to work more efficiently with greater control over the oral environment.

“We have an Isolite in every operatory in our practice and find them to be an invaluable tool for patient comfort and increasing our efficiency,” said Rick Hammel, DDS, of Clay Center Family Dental Care, located in Clay Center, Kansas. “Patients appreciate that hygiene and dental procedures are made more relaxing with Isolite. I appreciate the great illumination of the oral cavity that Isolite provides and that it keeps the working field dry so that I can do my best dentistry.”

“I feel that this product is by far the best investment that I have made in the 21 years that I have been practicing dentistry. In tough economic times as we are currently experiencing, it could help to reduce any dentist’s overhead or at the very least increase efficiency and reduce chair time,” added Paul Schoenbaum, DDS, of Valencia, California.

The “Townie Choice Awards” were started by Dr. Howard Farran and Farran Media in 2003 to assist dentists in making purchasing decisions and are considered the “people’s choice” of the products and services available in the dental industry today. The Isolite dryfield illuminator was the 2009 winner in the category of Restorative Dentistry: Non-Rubber Dam Isolation. Winners were announced December 10, 2009. Voting for the awards was open to more than 100,000 registered members of the *Dentaltown* interactive community (www.dentaltown.com) and readers of *Dentaltown* Magazine.

DrBicuspid.com provides daily news and information to thousands of dental professionals worldwide via its web site and electronic newsletters. The online community, launched in September 2007, recently held the first annual *DrBicuspid* Dental Excellence Awards competition. Members nominated and voted on 138 candidates in 13 categories, and the winners were announced January 25, 2010. The Isolite dryfield illuminator was the winner in the “Best New Instrument” category.

The recent “Townie Choice Award” and “Dental Excellence Award” are the latest accolades garnered by Isolite Systems for its popular device. Other recognition includes:

- Named by *Dentistry Today* magazine as one of the *Top 100 Products* (2003, 2005, 2008, 2009)
- Named a “Best Product 2008” by *Dental Product Shopper* magazine; received a 4.8 rating (out of a possible 5.0) by reviewing dentists
- Named to *Dental Product Reports* magazine Top 100 Products of Distinction for 2008
- Isolite Systems and Thomas R. Hirsch, DDS, received the *Inventor Award* from the World Congress of Minimally Invasive Dentistry (2004).
- Received a ++++ rating (4 out of a possible 5) from *The Dental Advisor*, a research firm which evaluates dental products by objective clinical and laboratory research protocols
- Received a *Gold Business Week/Industrial Design Excellence Award* from the Industrial Designers Society of America (2003).
- Named *Dental Products Report Top 10 Chairside Products* (2002)

"We are absolutely delighted that Isolite has been recognized by the hard-working dental professionals who are members of the *Dentaltown* community and *DrBicuspid.com*. We are so appreciative of their support and take great satisfaction in the role that our product plays in making their lives easier and their practices more efficient," said Sandi Hirsch, general manager of Isolite Systems.

About Isolite Systems

Isolite Systems was founded in 2001 by Thomas R. Hirsch, DDS, his brother, James Hirsch, industrial designer, and Sandra Hirsch, CPA, to bring to market the Isolite dryfield illuminator and other products. The company is committed to transcending the limitations of existing dental technology with innovative, ergonomically efficient products that help dental professionals work more productively with less stress and fatigue. Dentists, dental assistants and hygienists at dental practices and clinics throughout North America are making their practices more productive using Isolite Systems products while improving patient comfort and safety. **For more information about Isolite Systems, please call (800) 560-6066 or visit www.isolitesystems.com.**



The award-winning Isolite dryfield illuminator brings efficiency and improved patient safety & comfort to dental procedures.

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