

Embargoed for Release February 5, 2006

CONTACT:

Matt Hall
Director Marketing, PDS
hallm@pacden.com
714-508-3600

Gary J Pickard
Director Plan Relations, PDS
pickardg@pacden.com
714-508-3600

Pacific Dental Services® Gives Hundreds of Kids Smiles

~ Pacific Dental Services (PDS™) teams up with over 25 non-profit organizations, including Boys and Girls Club of America, the Salvation Army, and Calvary Chapel Churches to provide FREE dentistry to local kids in need throughout communities in CA ~

~ In Celebration of the American Dental Association's (ADA®) National Children's Dental Health Month and Give Kids a Smile® Day, PDS focuses on serving kids all month long ~

~ Major vendor partners such as Proctor & Gamble, Henry Schein, and Smart Practice join PDS ~

Irvine, CA (February 4, 2006) – On Friday, February 3, over 25 Pacific Dental Services affiliated offices provided a day of free dentistry to local kids in need. PDS teamed up with over 25 non-profit organizations, including Boys and Girls Club of America, the Salvation Army, and Calvary Chapel Churches to provide free dentistry in communities throughout CA to help needy kids with poor or neglected oral health. Also, major vendor partners such as Proctor & Gamble, Henry Schein, and Smart Practice joined PDS by donating materials for the offices, stickers, activity books, educational pamphlets, and more for all the kids.

PDS is excited to celebrate the American Dental Association's (ADA®) National Children's Dental Health Month throughout February. They began with searching for ways to serve their communities by offering local kids an incredible chance to smile. Inspired by the ADA's annual call to "Give Kids A Smile!®" on February 3, PDS worked to find kids in need that could really benefit from free dentistry. The company then connected with local non-profit and community service oriented organizations. After identifying kids in need, they scheduled a day of dental treatment and education. They performed hundreds of dental exams, digital x-rays, fillings, sealants, and extractions to those in desperate need of these services. To continue the month-long celebration, all 90+ PDS affiliated offices are having a coloring contest for every kid who visits their location in February. Moreover, lucky winners at each office will receive an Apple iPod.

PDS is a company truly committed to "serving" and giving back to the communities in which they operate. Their goal isn't just to serve their dental patients, but to serve in all areas where they can make a difference. Humbled by the experience, touched by the appreciation of the organizations they teamed up with, and overjoyed by the thankfulness of the kids, Pacific Dental Services considered the day a success by merely just another way to "serve".

###

**Please visit www.pacificdentalservices.com for additional information or photos.*