Embargoed for Release May 22, 2008

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Vice President of Operations Honored along with other Women at the 2008 Women in Business Luncheon

~ Pacific Dental Services® (PDS®), Vice President of Operations, nominated for Orange County Business Journal award ~

Irvine, CA (May 22, 2008) –Joanna Rodgers, Vice President of Operations for Pacific Dental Services, was honored as a nominee at the 2008 Women in Business Awards luncheon hosted by the Orange County Business Journal© (OCBJ©).

The annual OCBJ Women in Business Awards are given to individuals who play a unique role at their company and challenges they've overcome. There were over 160 nominees for the Women in Business Awards program this year. The 5 honored nominees were chosen for their accomplishments within their industry, their company, in the community and on a personal level.

Joanna Rodgers started her 14-year career with Pacific Dental Services in 1994, managing the companies' first dental office. Her tenacity and business acumen helped to spur incredible personal and professional growth as she moved through the ranks from multi-office manager on up to Vice President of Operations for over 60 PDS affiliated dental practices within Southern California and Nevada.

Employees describe Joanna as someone who personally invests in the success of her team members. Not only is she motivated when it comes to her business team, she is equally as dedicated to her family, her husband and 4 sons. She is heavily involved in giving back to the community, as she is involved in not only individual outreach cases within her office regions, but also through corporately sponsored outreach such as annual holiday programs to adopt needy families and annual dental outreach in Mexico and urban areas.

Pacific Dental Services is the leader in assisting dental practices for the Western Region of the United States. Since 1994, PDS has helped develop over 160 dental offices throughout California, Nevada, and Arizona. Today, PDS has more than 2,200 employees and over 350 affiliated dentists. Each of the PDS employees and affiliated dentists are vital to creating the Greatest Dental Company in America! For more information please visit www.PacificDentalServices.com.

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