



PACIFIC DENTAL SERVICES AWARDED BEST SERVICE-ORIENTED CAMPAIGN

BY RESPONSYS®

-- Online Appointment Management System Keeps Patients Connected to Their Dentists, Enhances Patient Care --

IRVINE, Calif. (December XX, 2009) – [Pacific Dental Services \(PDS\)](#), one of the nation's leading dental service organizations and pioneers in the concept of Modern Dentistry, today announced that Responsys®, a global provider of email and cross-channel marketing solutions, selected the Company as the winner of the "Best Service-Oriented Campaign" award. The award, presented at the Responsys Leaders Forum 2009, represents the success of the state-of-the-art appointment-management system that all 195 PDS affiliated practices employ for booking, reminding, confirming and rescheduling appointments. PDS was nominated along with hundreds of household-name companies that have loyal customer followings, including finalists Southwest Airlines Co., Williams-Sonoma, Inc., The Allstate Corporation, and Lands' End®.

"Pacific Dental Services is honored to receive this award from an industry leader like Responsys because it underscores PDS's commitment to providing our affiliated owner dentists with the best resources for their practices. We would like to thank each of our affiliated owner dentists for embracing this new technology in order to enhance patient care," said Steve Thorne, Pacific Dental Services founder and president.

"It is necessary to see a dentist regularly to maintain good oral health, which is an integral component of overall health. Dental appointments are scheduled six or more months in advance, so there is a tendency for patients to make last-minute scheduling changes or forget their appointments altogether. I am pleased that Pacific Dental Services offered this solution through Responsys because I am now able to better connect with my patients – nearly all of them prefer to communicate via e-mail – to ensure that they maintain a healthy well-being," said Sonny Chokka, DDS.

Pacific Dental Services allows dentists to concentrate on providing the highest levels of cost-effective patient care by providing business support services including human resources, marketing, daily operations, billing and collections, with ongoing educational training and strategic financial and practice development planning. The Company continues to grow, reporting a revenue growth of \$102M, increasing from \$178.8M in 2005 to \$280.8M in 2008. Additionally, 136 new offices have been opened between 2005 and today increasing the number of employees and affiliated dentists to more than 3,000.

About Pacific Dental Services

Founded in 1994, Pacific Dental Services (PDS) is one of the country's leading dental service organizations, providing state-of-the-art support services that allow dentists to concentrate on the highest levels of cost-effective patient care. PDS has pioneered the concept of Modern Dentistry - combining advances in the latest technology with best operational practices and procedures, highly skilled support staff and a commitment to ongoing training and education – to grow to more than 195 innovative, modern, affiliated dental offices in the western United States. Together with their affiliated owner dentists, they aim to become the provider of choice in all the markets that they serve.

For more information:

www.PacificDentalServices.com

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