

USA travelers can afford to smile again.

New travel network provides affordable travel and lower costs for dental services

Los Angeles, CA – Mar 22, 2011 –Nordic Smile – Iceland's premier specialist clinic for dental implants has teamed up with ITA (Iceland Travel Assistance) – Iceland's largest independent travel operator and AMT-American Express Travel, a name you know and a brand you can trust and together they bring truly affordable world-class dental health service to the USA market.

With this newly formed collaboration of companies, travelers will be able to head to Iceland for all their dental needs. When factoring in costs for flights, accommodation and procedures the prices are still lower than having the procedures carried out in the USA.

"There's now a really good reason for everyone to smile when they visit the dentist," said Anders Lindberg and Jan Nilsson, founders of Nordic Smile. "With this new collaboration and travel network between ITA and AMT-American Express Travel, everyone in the USA will have access to great dental service that will be high in quality, affordable and easy to book for the first time. They also get access to one of the finest dentists in the world at no extra cost."

"We have made the entire process from beginning to end easy and simple. You can call, fill out a form or email us and we will contact you within 24hrs during work-days" said Arna Gunnarsdottir, CEO of Nordic Smile. Adding, "Now that Icelandair and Delta Airlines are flying direct from many hubs in the USA, it's easier than ever to be exposed to world-class Icelandic service from the moment you board your flight until you return home with a new smile, knowing that it was easy on you, your family and your wallet. You can afford to smile again"

ITA will handle all the travel arrangements for the Nordic Smile clientele, making sure the easiest route is chosen and arranging comfortable lodgings for each visit. Should you like to see some of Iceland's' spectacular sights, ITA will also take care of those arrangements.

"AMT-American Express has been set up to provide the booking service to the USA customers. An #800 number has been set up and we are excited to be working with ITA and Nordic Smile," said Frank Morgan, Vice President of Sales and Marketing World Wide AMT-American Express Travel. "We have been testing the system for the last few weeks and we are very happy with the response".

About Nordic Smile

The goal of Nordic Smile is to provide high quality dental implants at exceptionally low prices. Using only the best materials and the most state-of-the-art techniques, Nordic Smile's team of Swedish and Icelandic dentists will leave you smiling for years to come. Headquarters in Reykjavik, Iceland we provide full dental services to clients worldwide For more information on services visit: <http://www.nordicsmile.com>
Nordic Smile Contact: info@nordicsmile.com

About Iceland Travel Assistance

Founded In 2002, ITA has been successfully providing travelers to Iceland and Greenland with information, services, bookings and custom vacations. ITA strives to provide services with a personal touch, with creative and multilingual employees. ITA cooperates with a majority of the Icelandic Tourist industry, so providing services and information is fast and effective. For more information on its services visit: <http://www.ita.is>

<http://www.icelandtravel.com>

ITA Contact: William Vablais 760 301 5151

About AMT-American Express Travel

AMT American Express Travel and your American Express Service Team are some of the finest travel professionals in the world. AMT American Express Travel a name you know and a Brand You Can Trust.

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