



Smile Brands Inc. and P3 Dental Group Partner to Expand Dental Services in Nevada

Irvine, CA – July 17, 2018 - [Smile Brands Inc.](#), a leading dental support organization (DSO) that provides business support services to approximately 400 locations across 16 states, announced today new partnership with P3 Dental Group based in Las Vegas, Nevada. The partnership marks Smile Brands' entry into Nevada, a state that remains underserved in terms of access to full-service dental care.

Nevada is the fastest growing state in the U.S. having experienced a 33% increase in population since 2001, yet it ranks just 31st in terms of dentists per capita. Dr. Matthew Welebir founded P3 Dental Group in 2003 to help address the state's growing need for quality dental care. P3 currently operates five general dentistry offices and two specialty practices providing implants and endodontic services. As part of the Smile Brands partnership, P3 simultaneously added its fifth general office and in the future will be expanding periodontics and oral surgery access across all locations. P3 Dental Group practices will continue to operate under their current business names with current care providers. Las Vegas area locations include:

- Summerlin Dental
- Maddison Ave Dental
- Whitney Ranch Dental
- Perfect Smile Dental
- Hospitality Dental
- Axiom Implant and Specialty Dentistry (two locations)

"The decision to partner with Smile Brands made perfect sense for our business," explains Dr. Welebir. "They share our values and our vision to bundle comprehensive general dentistry and specialty care under one roof and are as committed as we are to expanding care in the region. We are thrilled to be part of the Smile Brands family."

Smile Brands will support P3 Dental Group practices with all their administrative needs, streamlining operations and reducing costs in areas such as Purchasing, Billing and Collections, Payroll, Marketing and Recruitment. The company will also provide financial and advisory services to fuel P3's growth strategy within the Las Vegas area.

"The addition of P3 Dental Group provides us with a perfect platform from which to expand dental care access in Nevada," explains Smile Brands CEO, Steve Bilt. "The P3 team shares our passion for top quality, high value dentistry as reflected in the stellar reviews from happy patients online. Nevada's growth continues to be strong, and now we can help ensure that access to great care keeps pace."

About Smile Brands

Based in Irvine California, Smile Brands Inc. is one of the largest providers of support services to dental groups in the United States. Smile Brands Inc. provides comprehensive business support services through exclusive long term agreements with affiliate dental groups, so dentists can spend more time caring for their patients and less time on the administrative, marketing, and financial aspects of operating a dental practice. Smile Brands supports approximately 400 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, Johnson Family Dental and P3 Dental Group offices in 16 states, including Arizona, Arkansas, California, Colorado, Florida, Indiana, Maryland, Nevada, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, and Washington. Smile Brands is a portfolio company of Gryphon Investors (“Gryphon”), a leading middle-market private equity firm based in San Francisco, CA. For more information, visit www.smilebrands.com.

About P3 Dental Group

P3 Dental Group is a rapidly growing group dental practice affiliated with Smile Brands Inc. Founded by Dr. Matthew Welebir in 2003, P3 Dental has been delivering quality care to Las Vegas area residents. With five convenient general dentistry locations and two co-located specialty centers, P3 Dental Group provides state-of-the-art general and specialty care, including: preventative care, periodontal care, restorative care, cosmetic care, Invisalign®, dental implants, oral surgery, and sedation dentistry. Their mission is to create long-term patient relationships by making dental visits convenient, affordable and stress-free. P3 relies on Smile Brands to provide world-class business support services so they can focus on delivering highly personalized patient care.

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