



## Smile Brands Continues to Expand Its Network of Affiliated Practices

Irvine, CA – August 13, 2018 – [Smile Brands Inc.](#), one of the nation’s leading dental support organizations (DSO) with nearly 400 affiliated offices across 16 states, is pleased to announce its latest partnership with [Carmel Plaza Dental & Orthodontics](#) in San Diego, California.

Smile Brands will provide full-service administrative support to the practice, including; purchasing, payroll, accounting, IT, billing, facilities management and marketing. Practice staff will remain in place and the business will continue to operate under the Carmel Plaza Dental brand.

Dr. Frank Rafail has been practicing dentistry for 32 years. He has owned and operated Carmel Plaza Dental & Orthodontics since 2005 providing exceptional dental and orthodontic care to local residents.

“Affiliating with a DSO makes perfect sense for us at this time and Smile Brands was the clear choice,” stated Dr. Rafail. “With Smile Brands we have a partner who shares our operating philosophy and values and has world-class support services to simplify day-to-day practice management.”

Steve Bilt, co-founder and CEO of Smile Brands, explained, “We welcome the Carmel Plaza team to Smile Brands and look forward to partnering with them to deliver even more smiles in San Diego. We relish the opportunity to partner with practices who share our passion for delivering high quality, cost-effective dentistry.”

### 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 nearly 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, Ohio, Oregon, Nevada, Pennsylvania, Tennessee, Texas, Utah, Virginia, and Washington. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, CA. For more information, visit [www.smilebrands.com](http://www.smilebrands.com).

### Contacts:

Smile Brands, Inc.  
Jody Martin  
714.428.1299  
[jody.martin@smilebrands.com](mailto:jody.martin@smilebrands.com)