



Smile Brands Names Kevin Rogus as New Vice President of Mergers and Acquisitions

Irvine, Calif. (September 9, 2018) — [Smile Brands Inc.](#), one of the nation’s leading providers of business support services to dental groups in the United States, today announced the appointment of Kevin Rogus as Vice President of Mergers & Acquisitions. Mr. Rogus will play an integral role in the company’s plans for accelerated expansion of its network of supported best-in-class dental practices. He will be responsible for growing the Eastern and Central U.S. and will report directly to Smile Brands CEO, Steve Bilt.

“Kevin brings a wealth of knowledge to this newly created role and allows us to better respond to the growing number of practices and groups interested in affiliating with Smile Brands,” says CEO of Smile Brands Steve Bilt. “Kevin’s experience in financial services and the healthcare industry will be an asset as we pursue strategic opportunities for growth.”

Before joining Smile Brands Inc., Mr. Rogus served as the Head of Mergers & Acquisitions and Chief Operating Officer for Family Care Partners (FCP), a leading independent primary and urgent care provider based in Fort Mill, SC. While serving in this position, Mr. Rogus helped FCP successfully triple the number clinical locations and expand the company’s services into new markets. Before FCP, Mr. Rogus was a Vice President in the Investment Banking Division at Morgan Stanley. While at Morgan Stanley, he sourced and led teams in the evaluation and execution of various M&A, equity and debt transactions, along with their clients’ senior management teams.

Mr. also served as a Portfolio Analyst at BlackRock, one of the world's largest asset management firms, and Chief Financial Officer at Windy Hill Spirits, based in Nashville, Tenn.

"I'm thrilled to join a company that is held in such high regard by its own employees and the industry at large." says Kevin Rogus. "I look forward to being part of this team and contributing to Smile Brands' future growth."

Rogus earned his Bachelor of Arts degree in Economics from Harvard University and his Master's in Business Administration from Columbia Business School.

About Smile Brands Inc.

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.