

FOR IMMEDIATE RELEASE

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Benton Gets its First Monarch Dental® Office

New Office is the 9th in Arkansas

Irvine, Calif., July 17, 2015 – Smile Brands Inc., one of the nation’s leading providers of business support services to dental groups in the United States, is announcing the grand opening of its affiliated Monarch Dental office in Benton, Ark.

Located in the Hurricane Creek Village complex at 20770 I-30 North, this new state-of-the-art office provides families with a convenient, comfortable environment where they can receive the latest in comprehensive, quality dental care. The Benton practice marks the ninth Monarch Dental location in Arkansas, in addition to the offices in Conway, Fayetteville, Fort Smith, Hot Springs, Little Rock, North Little Rock and Pine Bluff.

To celebrate the grand opening of the new office, KLAL-FM (107.7) will provide a live, on-site broadcast at the Benton Monarch Dental on Saturday, August 15, from 11 a.m. to 1 p.m. The office will host free oral cancer screenings, food, prizes, giveaways, and all guests will have the chance to get their photo taken on a fire truck. The celebration is open to the public.

Leading the new office’s clinical team is Dr. Paul Peek. Dr. Peek is a graduate of Texas A&M University Baylor College of Dentistry and earned his undergraduate degree from Georgetown University. Dr. Peek brings 24 years of dental experience to Benton and for the last eight years has practiced at the Monarch Dental offices in Norman, Okla., and Hot Springs, Ark.

The office will be open Monday through Friday from 8 a.m. – 5 p.m. To learn more or to make an appointment, prospective patients can call (501) 777-3082 or toll free at 1-800-MONARCH (1-800-666-2724), or go online at www.monarchdental.com to request an appointment.

About Monarch Dental

Monarch Dental offers general dentistry, preventive care, children’s dentistry and, in certain locations, specialty care services such as orthodontics, oral surgery, periodontics and endodontics. Monarch Dental accepts most major insurance plans, and offers patients without insurance the opportunity to enroll in the ConfiDent® Dental Discount

Program. Learn more at www.monarchdental.com.

About Smile Brands Inc.

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 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 Inc. services support more than 1,100 dentists and hygienists practicing in over 350 Bright Now![®] Dental, Monarch Dental[®], and Castle Dental[®] offices in 17 states. Based in Irvine, Calif., Smile Brands Inc. and the affiliated dental groups combined employ approximately 4,100 people nationwide. For more information, visit

www.smilebrands.com.

The Benton office is operated by Modern Dental Professionals-Smith, P.A. - Family Dentistry; Richard Smith, DDS; John Wheeler, DDS; Brandon Stroope, DDS