



Smile Brands Inc.
Bright Now!® Dental · Castle Dental® · Monarch Dental®

Smile Brands Wins Multiple Awards in Best in Biz 2017

Company awarded Silver for Company of the Year and Most Customer Friendly

Irvine, CA – November 30, 2017 – [Smile Brands Inc.](#), a leading Dental Support Organization (DSO) with nearly 400 affiliated dental practices in 15 states has been named Silver winner for both Large Company of the Year and Most Customer Friendly Large Company of the year in the [2017 Best in Biz Awards](#).

The Best in Biz Awards are the only independent awards program judged by top business reporters and editors from across the U.S. Award categories include both top company and executive honors based on demonstrated leadership in terms of company growth, innovation, customer service and more.

Steve Bilt, co-founder and CEO of Smile Brands Inc., returned to the company in August, 2016 after the organization had experienced a serious setback under prior management. In a short time, Bilt and CFO, Brad Schmidt, have led an impressive turnaround with significant increases in earnings, employee morale and patient satisfaction.

“These awards are a testament to the strength of the Smile Brands culture and the dedication of our team,” stated Bilt. “It has been incredibly gratifying to see the organization come together to rebuild core competencies, expand our service offering and deliver on our [Smiles for Everyone®](#) mission over the past year.”

Companies from Amazon to Apple are innovating in service delivery; but, in dental care, most providers still deliver service on their own terms. Smile Brands is on a mission to change that by making it easier, more affordable and more enjoyable for patients to get the care they need. In 2017, Smile Brands affiliated Bright Now! Dental, Monarch Dental and Castle Dental practices have added staff and revamped scheduling processes to expand hours, add Saturdays and help patients get more care in a single visit.

“Nearly half of adults don’t receive regular dental care and this can have serious health consequences,” explains Steve Bilt. “By offering extended hours, flexible payment plans and a comfortable, friendly environment, our affiliated dental groups strive to get more people the care they need. Given how most people feel about going to the dentist, winning the Most Customer Friendly award is extra rewarding for our providers.”

Patients at Smile Brands [affiliated practices](#) seem to agree. With an aggregate Google rating of 4.3 stars, Smile Brands is ahead of the curve in patient satisfaction.

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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 360+ Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, and Johnson Family Dental offices in 15 states, including Arizona, Arkansas, California, Colorado, Florida, Indiana, Maryland, 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 smilebrands.com.

About Best in Biz Awards

Since 2011, Best in Biz Awards, Inc. has made its mark as the only independent business awards program judged each year by a who's who of prominent reporters and editors from top-tier publications from North America and around the world. Best in Biz Awards honors are conferred in two separate programs: North America and International, and in 65 categories, including company, team, executive, product, and PR and media. For more information, visit: <http://www.bestinbizawards.com>.

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