



**TLC for Smiles Joins in New Partnership with Smile Brands
Partnership will provide staff administrative support and services**

Granada Hills, CA – July 22, 2022 - Smile Brands, one of the nation's leading dental support organizations (DSO), is pleased to announce its new affiliate partnership with TLC for Smiles in Granada Hills and Chatsworth, CA.

Dr. Janet Schrodi founded TLC for Smiles in 2008 in Granada Hills with the vision to provide patients with Tender Loving Care. After success in Granada Hills, Dr. Schrodi opened the Chatsworth location in 2020 to expand their patient reach in the area. She currently leads a team of 45 across both locations. Together, the teams deliver pediatric dentistry and orthodontics for the whole family.

"When looking to partner with a DSO, it was important to me to choose an organization that enables us to maintain and even improve our existing quality of care and company culture, while also bringing efficiencies that help us expand tender loving dental care in our community. This partnership will also be a blessing to my team members by improving employee benefits and enhancing their lifestyles," said Dr. Schrodi.

Smile Brands will provide administrative support and services to the practices including purchasing, payroll, accounting, IT, billing, facilities management, and marketing. The businesses will continue to operate under Dr. Janet Schrodi's leadership, the TLC for Smiles name, and the existing staff will remain with the offices.

"We are thrilled to partner with TLC for Smiles," said Steve Bilt, Smile Brands co-founder, and CEO. "Dr. Schrodi and her team share our vision for expanding patient access to quality, affordable dental care. We look forward to supporting their practice growth goals and delivering even more smiles through added support and giving back to the community."

About Smile Brands:

Smile Brands, based in Irvine, California, is one of the largest providers of dental support services in the United States. The company supports nearly 700 affiliated practices, with more than 7,500 dedicated team members across 30 states. Smile Brands supports a portfolio of over 75 brands including well-known regional brands: Bright Now! Dental, Castle Dental, Merit Dental, Midwest Dental, Monarch Dental, and Mondovi Dental. The company provides comprehensive business support services through exclusive long-term agreements with affiliate dental groups, allowing affiliated practices to spend more time caring for patients and less time on the administrative, marketing, and financial aspects of operating a dental office. The organization receives frequent recognition for its award-winning culture and has been recognized as a Best Place to Work by Glassdoor, Comparably, Stevie® Awards, and more. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, CA. Visit smilebrands.com for more information.