

Carestream Health, Inc.

Exclusive Manufacturer of **Kodak** Dental Systems

Media Contact:

Jeannie Presley

+1 (770) 226-3452

jeannie.presley@practiceworks.com

Carestream Health Inc. Showcases New Product Offerings at the 2010 International Orthodontic Congress

Designed to Enhance Productivity, Profitability and Patient Care for Orthodontists

SYDNEY, Feb. 3, 2010 — For over 25 years, Carestream Health Inc., the exclusive manufacturer of KODAK Dental Systems, has provided orthodontic professionals with the tools they need to enhance their practices and improve their clinical results. To continue this tradition, the company will showcase the latest digital imaging systems and practice management software at the World Federation of Orthodontists' (WFO) 7th Annual International Orthodontic Congress held at the Sydney Convention Center from Saturday, Feb. 6 to Tuesday Feb. 9, 2010.

“As the leading supplier of orthodontic imaging equipment and practice management software, Carestream Health provides a full range of solutions for orthodontists across the globe,” stated Dr. Edward Shellard, chief marketing officer and director of business development for Carestream Health. “With products created to help our customers achieve maximum efficiency and productivity, our goal is to continue to offer exciting new capabilities designed to enhance busy orthodontic practices, increase their overall profitability and improve patient care.”

Adhering to their commitment to provide easy-to-use products for orthodontists, Carestream Health has developed several new innovative digital imaging solutions that were designed to help orthodontists improve efficiency and patient care. The latest digital imaging solutions scheduled to be unveiled at the International Orthodontic Congress include:

- **KODAK 9500 Cone Beam 3D System** captures dual jaw images or visualizes all angles of your patients' dento-maxillofacial anatomy in one quick and easy acquisition – all with minimised radiation dose. The KODAK 9500 3D System easily integrates with Suresmile®, enabling customised wire manufacturing for patients.

- **KODAK 9000C 3D Extraoral Imaging System** is an award-winning 3-in-one solution (3D, panoramic and cephalometric). Its user-friendly design, intuitive software interface, low dose 3D imaging and compact footprint ensure smooth integration into any practice. One-shot cephalometric imaging, a full range of cephalometric formats and automatic tracing software makes the KODAK 9000C 3D System a perfect choice for today's orthodontists.
- **KODAK 1500 Intraoral Camera*** features the freedom of Wi-Fi and unique liquid lens technology that instantaneously focuses like the human eye. This innovative camera delivers unprecedented image quality and usability.
- **KODAK RVG 6500 Sensor*** captures high quality intraoral images and features a durable and comfortable design—all with the convenience of Wi-Fi technology, intelligent positioning and iPod Touch/iPhone integration.

Carestream Health is announcing several new updates and additions to its KODAK ORTHOTRAC Practice Management Software, including integration with Ezidebit, an Australian based company.

- **Ezidebit Integration** helps orthodontists using ORTHOTRAC Software improve their cash flow and practice efficiency with integrated auto-payments from Ezidebit Australia and New Zealand.
- **KODAK PEARL Module** integrates with ORTHOTRAC Software giving orthodontic professionals the ability to manage their offices and patient needs remotely using a smart phone device.
- **KODAK Acquisition Module** intuitively links digital radiography equipment with ORTHOTRAC Software's scheduler to streamline the image capture process.

For more information about our full line of digital imaging and practice management solutions for orthodontists and other dental professionals, please visit:

www.kodakdental.com.

*The KODAK 1500 Intraoral Camera and RVG 6500 Sensor are not yet available in all regions and countries. Check with your local representative for product availability.

###

About Carestream Health, Inc.

Carestream Health, Inc. is a worldwide provider of dental and medical imaging systems and healthcare IT solutions; molecular imaging systems for the life science research and drug discovery/development market segments; and x-ray film and digital x-ray products for the non-destructive testing market. For more information about the company's broad portfolio of products, solutions and services, please contact your Carestream Health representative or visit www.carestreamhealth.com.

About Ezidebit

Ezidebit allows Australian businesses to process payments by direct debit as well as a range of other popular payment systems, to help businesses control when they are paid, reduce outstanding debtors and increase cash flow.

Ezidebit has over 40 employees and is Australia's leading provider of outsourced payment solutions. Established in 1998, Ezidebit offered the first specialised automated Direct Debit and Credit Card transaction service in Australia.

Today, Ezidebit continues to be recognised as the country's industry leader, and is one of the only Australian outsourced payment providers with an Australian Financial Services License.

Everyday more and more Australian businesses are trusting Ezidebit to process their electronic billing and direct debits. Currently, Ezidebit processes over half a million transactions per month on behalf of businesses from multiple industries, including childcare, health and fitness, property management, tourism and finance.

For more information about Ezidebit, contact 1300 763 256 or visit <http://www.ezidebit.com.au/>.