

The Inside Story on Nobel Biocare's Marketing Strategy in North America

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"Major losers include ... Nobel Biocare, shedding 3.3pct or 12.25 sfr to 364.50, amid speculation CEO Heliane Canepa could be replaced, possibly by former Syngenta CFO Domenico Scala due to the dental implant maker's lack of success in the US market."

30-07-2007 Nobel Biocare appoints Domenico Scala as new CEO

Nobel Biocare Initiates Campaign of Disinformation

Mr. Keven Mosher, VP and General Manager of Nobel Biocare North America, failed to comply with Implant Direct's demand that Nobel cease making false and misleading claims about the surgical compatibility of Implant Direct's RePlant Implant with NobelReplace Drills

This Report provides Implant Direct's Response to Nobel's False Claims

Implant Direct's RePlant™ vs. Nobel's *Replace Tapered Groovy

RePlant Implant is inserted with Nobel Replace* Surgical Instruments
RePlant Platform is Compatible with Nobel Replace* Abutments

RePlant Made of TiAlloy vs CP for TiUnite - Increases Strength by 15-20%

Abutment/Implant Instability: RePlant < 0.5° ; Nobel Replace > 1.5°

Implant Direct RePlant Implant

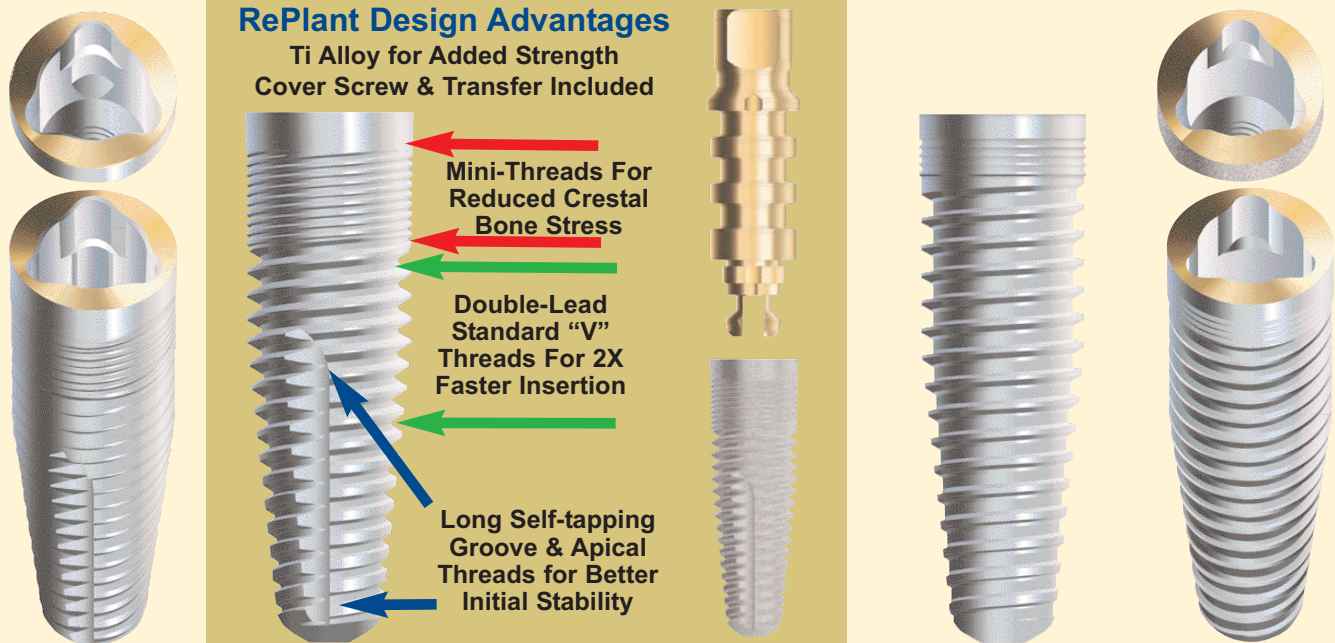
U.S. PRICES for Implant includes Cover Screw and Color-Coded Fixture-mount that functions as closed tray Transfer 3.5mmD, 4.3mmD, 5.0mmD 6.0mmD All Same Price

Total Cost \$150 Save 65%-67%

Nobel Replace* Tapered Implant

U.S. PRICES for Implant \$350 for 3.5, 5.0, 6.0 Diameters & \$330 for 4.3mmD Cover Screw (\$45.25) & Transfer (\$56.75)

Total Cost \$432-\$452



*Replace is a Trademark of Nobel Biocare Inc.