

## **Brite Smile to Go(TM) to Dental Professionals**

October 23, 2003

New product allows dentists to provide their patients with an easy and effective option for on-the-go teeth whitening

SAN FRANCISCO, Calif. - October 23, 2003 - Henry Schein, Inc. (Nasdaq NM: HSIC) and BriteSmile (Nasdaq: BSML) today announced a new agreement to offer dental offices around the country the latest innovation in teeth whitening. Henry Schein's U.S. Dental business, Sullivan-Schein Dental, has been named exclusive distributor to dental professionals for BriteSmile To Go, which allows patients the ease of at-home whitening combined with the effectiveness for which BriteSmile, a leader in professional teeth whitening, is known. The announcement was made at the American Dental Association annual meeting in San Francisco. Terms of the agreement were not disclosed.

BriteSmile To Go allows patients to whiten their smile whenever and wherever they like with the use of a convenient, lightweight "whitening pen." BriteSmile To Go's click pen applicator applies a clear, proprietary, time-release whitening formula that dries rapidly on the surface of teeth to whiten them safely and gently. Within seconds, the user has forgotten that it is even there. BriteSmile To Go will compete in the middle of the market, between high-end light-activated products used in office settings and lower-end over-the-counter products.

"The \$1.5 billion market for teeth-whitening products and services has grown 300 percent over the past five years, and is the most exciting segment of the dental industry today," said John L. Reed, CEO of BriteSmile. "BriteSmile To Go will help us further expand the market, and with a strategic distribution partner such as Sullivan-Schein Dental, whose reach into the dental community is unsurpassed, we are confident in this product's success."

Sullivan-Schein Dental is a dental industry leader in sales and offers one of the broadest selections of healthcare products and services to dental practitioners. The Company now serves more than 75 percent of the dental practices in the United States through its more than 700 field sales representatives and more than 70 equipment sales and service centers.

"At Henry Schein, we constantly strive to bring the latest in technology and the most innovative new products to our customers, and our new relationship with BriteSmile is evidence of that commitment," said Stanley M. Bergman, Chairman, Chief Executive Officer and President of Henry Schein. "Our highly trained field sales consultants and telesales representatives recognize the benefits that BriteSmile To Go can deliver to patients, and are eager to make it available to our dental customers. We are delighted to have been selected by BriteSmile as exclusive distributor for this new, innovative product in an expanding product category."

Beyond the distribution agreement, BriteSmile also is supporting the product with a significant marketing investment in television and online advertising, consumer direct mail, public relations, and a full professional program.

### About BriteSmile

BriteSmile has developed and manufactures the most advanced teeth-whitening technology available, and the Company manages state-of-the-art BriteSmile Professional Teeth Whitening Spas. BriteSmile Spas are currently operating in Beverly Hills, Irvine, Palo Alto, Walnut Creek and La Jolla, Calif.; Honolulu, Hawaii; Houston, Texas; Denver, Colo.; Boston, Mass.; Boca Raton, Fla.; Atlanta, Ga.; New York, N.Y.; Chicago, Ill.; and Phoenix, Ariz. In addition to BriteSmile Spas, the Company has contracted with independent dentists to perform teeth whitening treatments at more than 4,900 Associated Spas. Of the BriteSmile Associated Spas, more than 1,700 are located outside of the United States. For more information about BriteSmile's one-hour professional teeth whitening treatment, call 800-BRITESMILE or visit the Company's Web site at [www.britesmile.com](http://www.britesmile.com).

### About Henry Schein

Henry Schein, Inc. is the largest distributor of healthcare products and services to office-based healthcare practitioners in the combined North American and European markets. Recognized for its excellent customer service and low prices, the Company serves more than 400,000 customers worldwide, including dental practices and laboratories, physician practices and veterinary clinics, as well as government and other institutions.

The Company operates its four business groups - Dental, Medical, International and Technology - through a centralized and automated distribution network, which provides customers in more than 125 countries with a comprehensive selection of over 90,000 national and Henry Schein private-brand products. Henry Schein also offers a wide range of innovative value-added practice solutions, including such leading practice management software systems as DENTRIX(R) and Easy Dental(R) for dental practices, and AVImark(R) for veterinary clinics, which are installed in over 50,000 practices; and ArubA(R), Henry Schein's electronic catalog and ordering system. Headquartered in Melville, N.Y., Henry Schein employs over 7,000 people in 16 countries. The Company's 2002 sales reached a record \$2.8 billion. For more information, visit the Henry Schein Web site at [www.henryschein.com](http://www.henryschein.com).