

## Henry Schein Creative Group Receives Two Gold Pixie Awards

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### Recognized For Outstanding Work in Motion Picture Graphics

MELVILLE, N.Y., March 6, 2014 /PRNewswire/ -- Henry Schein, Inc. (NASDAQ: HSIC), the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners, announced today that its full-service in-house agency, Schein Creative, has won two Gold Pixie awards, presented for outstanding work in motion graphics, visual effects and animation. Schein Creative was recognized for the motion picture graphics it designed to promote the products and services of Zahn Dental, Henry Schein's Dental Laboratory distribution business, and Henry Schein Dental, the Company's U.S. Dental business. Schein Creative supports the Company's global marketing initiatives with a vast array of promotional materials—including catalogs, sales flyers, web and email projects, and video production.

The Pixie Awards are sponsored by the American Pixel Academy, which honors and promotes outstanding individual work in Motion Graphics, Visual Effects and Animation. The Academy's members are academics and creative visual professionals working in the pixel media.

A Gold Pixie was awarded to Schein Creative for the motion graphics it used on an LED Video Tower displayed during Lab Management Technology (LMT) Magazine's 2013 'Lab Day' Chicago Meeting. The motion graphics were shown on a large, 12' tall multi-panel LED 360-degree display and were animated to travel around the LED pillar, which introduced attendees at the meeting to Zahn Dental's innovative, cutting-edge products from any vantage point within the ballrooms of the Chicago Sheraton where the meeting took place.

Schein Creative won a second Gold Pixie for an Augmented Reality Video created as an enhancement for the Henry Schein Dental 2014 Equipment Catalog. The Augmented Reality Video involved creating a series of animated videos that can be played by using the Henry Schein Xtra app on any tablet or mobile device. Upon running the app and aiming it at specially marked pages in the catalog, these pages seemingly come to life by virtue of the videos launched on the device and reveal additional information about the subject matter. One of the featured videos is a message from Tim Sullivan, President of Henry Schein Dental, North America.

"The award-winning work of Schein Creative is a critical component of our Company's success, and we are very fortunate to have such a talented team within Henry Schein," said Stanley Bergman, Chairman of the Board and Chief Executive Officer, Henry Schein. "The innovative materials developed by Schein Creative help us communicate to our customers all of the products and services we have available for helping practitioners successfully operate their practice and provide quality care. This is important for Henry Schein and for our valued supplier partners who rely on us for our marketing expertise to help grow their business."

#### **About Henry Schein, Inc.**

Henry Schein, Inc. is the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners. The Company also serves dental laboratories, government and institutional health care clinics, and other alternate care sites. A Fortune 500® Company and a member of the NASDAQ 100® Index, Henry Schein employs more than 16,000 Team Schein Members and serves more than 800,000 customers.

The Company offers a comprehensive selection of products and services, including value-added solutions for operating efficient practices and delivering high-quality care. Henry Schein operates through a centralized and automated distribution network, with a selection of more than 96,000 branded products and Henry Schein private-brand products in stock, as well as more than 110,000 additional products available as special-order items. The Company also offers its customers exclusive, innovative technology solutions, including practice management software and e-commerce solutions, as well as a broad range of financial services. Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 25 countries. The Company's sales reached a record \$9.6 billion in 2013, and have grown at a compound annual rate of nearly 17% since Henry Schein became a public company in 1995. For more information, visit the Henry Schein website at [www.henryschein.com](http://www.henryschein.com).

SOURCE Henry Schein, Inc.

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