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**INTRA-ORAL SCANNING LEADER CADENT TO BE ACQUIRED BY  
ALIGN TECHNOLOGY**

Acquisition to Drive Adoption of Cadent Intra-Oral Scanning and Invisalign®  
System

Or Yehuda, Israel March 29, 2011 -- Align Technology, Inc. (Nasdaq: ALGN), the global medical device company that pioneered the market for invisible orthodontics, today announced that it has signed a definitive agreement to acquire privately-held Cadent Holdings, Inc. (Cadent), a leading provider of 3D digital scanning solutions for orthodontics and dentistry based in Carlstadt, New Jersey with R&D and operations in Israel. Cadent strengthens Align's ability to drive adoption of Align's Invisalign system for orthodontic treatment by integrating Invisalign treatment more fully with mainstream tools and procedures in doctors' practices. The combination of the two companies will help accelerate the use of Cadent intra-oral scanners in the dental industry by leveraging Align's global sales reach, extensive professional and consumer marketing capabilities and base of over 55 thousand customers.



“We are excited about the opportunities for growth that Cadent provides, not only in terms of accelerating adoption of intra-oral scanning among dental professionals, but also in driving greater value for existing Invisalign users,” said Thomas M. Prescott, Align Technology president and chief executive officer. “Cadent has a strong team of very talented people and a culture similar to ours with the drive, agility and speed necessary to continue delivering innovative solutions for our customers.”

Cadent leads the intra-oral scanning industry in digital optics and powder-less scanning, and their overall technology is at the forefront of the industry trend toward greater use of digital imaging solutions expected to become more widely used in dental practices over the next five years. Cadent brings complimentary market knowledge and innovative technology in CAD/CAM restorative dentistry to Align, including capabilities in digital records storage and digital impressions for fabrication of crown and bridge, veneers, implants, and other restorative procedures. Like Align, Cadent also has strong expertise in advanced digital modeling, robust software development, and integrated systems.

Timothy Mack, Cadent Inc. president and chief executive officer stated, “Through working with Align on interoperability and Invisalign applications for our iTero™ and iOC™ systems, we saw an opportunity to combine our technology, expertise, and people to accelerate adoption of Invisalign and Cadent intra-oral scanners, and to create new digital tools and applications for dentistry. By joining the Align team, we gain the resources, expanded technology, and sales and marketing capabilities to continue to change our industry and deliver innovative products and services to our customers and partners.”

“Cadent has been an innovative leader in dental and orthodontic technology. The combination of the two companies’ market leading positions and technologies provides a significant opportunity to create growth and to build value for customers and shareholders,” said Yochai Hacohen, Cadent Inc. chairman of the board and a partner at Fortissimo Capital Fund.



The acquisition of Cadent follows the January 2011 announcement of a joint development agreement between Align and Cadent to co-develop Invisalign software applications that will run on Cadent scanners. The acquisition builds on the development agreement by providing a dedicated digital scanning platform for delivering Invisalign chair-side applications to dental practitioners and extends Align's presence into restorative dentistry.

As part of an ongoing program to evaluate interoperability of intra-oral scanning systems for future use with Invisalign treatment, Align is in final beta tests with Cadent's systems and expects to announce interoperability for their scanners in the second quarter of 2011.

Under the terms of the agreement, Align will pay approximately \$190 million in cash in exchange for all shares of Cadent. The acquisition is subject to various standard closing conditions, including the expiration of the applicable waiting period under the Hart Scott Rodino Act (HSR), and is expected to close during the second quarter of 2011.

#### About Cadent, Inc.

Cadent is the leading provider of 3-D digital CAD/CAM solutions for the orthodontic and dental industries. The Company services thousands of cases per day for a rapidly expanding customer base. Cadent's offerings, including Cadent iTero™, iOC™ powered by iTero™, OrthoCAD™ iCast™ and iQ™, improve the efficiency and effectiveness of orthodontic and dental treatments while increasing the revenue of dental healthcare providers. The Company is backed by a syndicate of leading venture capital investors including Fortissimo Capital, Apex Partners, Panorama Capital (JPMorgan Partners), STAR Ventures, SV Life Sciences, and IBT. For additional information, please visit [www.cadentinc.com](http://www.cadentinc.com).



#### About Align Technology, Inc.

Align Technology designs, manufactures and markets Invisalign, a proprietary method for treating malocclusion, or the misalignment of teeth. Invisalign corrects malocclusion using a series of clear, nearly invisible, removable appliances that gently move teeth to a desired final position. Because it does not rely on the use of metal or ceramic brackets and wires, Invisalign significantly reduces the aesthetic and other limitations associated with braces. Invisalign is appropriate for treating adults and teens. Align Technology was founded in March 1997 and received FDA clearance to market Invisalign in 1998. Today, the Invisalign product family includes Invisalign, Invisalign Teen, Invisalign Assist, Invisalign Express, and Vivera Retainers.

To learn more about Invisalign or to find an Invisalign trained doctor in your area, please visit [www.invisalign.com](http://www.invisalign.com).

#### Forward-Looking Statement

This news release, contains forward-looking statements, including statements regarding the combination strengthening Align's ability to drive adoption, helping to accelerate the use of intra-oral scanning and creating a significant opportunity to create growth and build value, the industry trend of digital imaging solutions becoming the standard in dental practices, and the expectations with regard to announcement of interoperability. Forward-looking statements contained in this news release relating to expectations about future events or results are based upon information available to Align as of the date hereof. Readers are cautioned that these forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. As a result, actual results may differ materially and adversely from those expressed in any forward-looking statement.

Factors that might cause such a difference include, but are not limited to, risks that Align does not successfully combine and integrate the business, operations and products of Cadent with those of Align in a timely and cost efficient manner, risks that the anticipated financial and operating benefits of the transaction are not realized, and risks that the transaction is delayed or ultimately not consummated. These and other risks are detailed from time to time in Align's periodic reports filed with the Securities and Exchange Commission, including, but not limited to, its Annual Report on Form 10-K for the fiscal year ended December 31, 2010, which was filed with the Securities and Exchange Commission on February 24, 2011. Align undertakes no obligation to revise or update publicly any forward-looking statements for any reason.