

**FOR IMMEDIATE RELEASE:**

**Isolite™ Dryfield Illuminator Receives More Industry Accolades  
Named "Best Product 2008" by *Dental Product Shopper* and  
Makes *Dentistry Today's* Top 100 Product List for 2008**

**SANTA BARBARA, CA – August 27, 2008** – Isolite Systems, maker of innovative, ergonomically efficient dental devices, announced that it received two more accolades from the dental industry. Both *Dental Product Shopper* and *Dentistry Today* magazines recognized the company's Isolite Dryfield Illuminator as a top product for 2008.

The Isolite Dryfield Illuminator is an innovative device that solves many of the frustrations that dental professionals deal with on a daily basis, such as controlling a patient's tongue and saliva during the dental procedure while isolating the working field. The Isolite Dryfield Illuminator is the only dental device in the industry that provides continuous illumination, tongue and cheek retraction, and hands-free evacuation of the oral cavity. It also offers improved patient comfort and safety.

*Dental Product Shopper* publishes product evaluations and peer reviews. In the April 2008 issue, the Isolite Dryfield Illuminator was named a "Best Product 2008" after it achieved a rating of 4.8 out of a possible 5.0 evaluation points. The final score is determined by dentists' or hygienists' evaluation of each specific criteria they are given, as well as their overall satisfaction of the product.

The manufacturer has limited involvement in this process, but it can ensure that the questions are relevant to the product being evaluated; however they do not influence the outcome of the evaluation. After the score is determined, each product is given a distinction based on its final score. To read the full evaluation, please visit [www.dentalproductshopper.com/isolite-i2-dryfield-illuminator/](http://www.dentalproductshopper.com/isolite-i2-dryfield-illuminator/).

"Our readers look to us to provide up-to-date, peer reviews of leading dental technology," said Dave Branch, Publisher of *Dental Product Shopper*, "and when we had the opportunity to evaluate the Isolite Dryfield Illuminator, we jumped at the chance. This product has created a lot of excitement in the industry. Our evaluators we're impressed with the device and gave it extremely high scores. When they were asked if they would recommend the Isolite to their colleagues, all of them said definitely and that they would also purchase it in the future."

In his April 2008 column, E. Steven Duke, DDS, MSD, Editor-in-Chief of *Dental Product Shopper*, wrote, "The dentists who reviewed the Isolite Dryfield Illuminator gave it a perfect score for improved productivity and visibility." Evaluators also gave the Isolite Dryfield Illuminator near perfect scores for improved isolation, moisture control and dental procedure outcomes.

*Dentistry Today*, one of the nation's leading clinical news magazines for dentists, named the Isolite Dryfield Illuminator as one of its Top 100 products for 2008. The complete list of the Top 100 Products was published in the July 2008 issue.

The two recent honors are additions to the growing list of accolades received by Isolite Systems and its popular device, the Isolite Dryfield Illuminator. Other dental industry awards include:

- Named "Townie Choice" Award from *DentalTown* three years in a row (2005 - 2007)
- Isolite Systems and its founder, Thomas R. Hirsch, DDS, received the Inventor Award from the World Congress of Minimally Invasive Dentistry (2004). This award recognized the contributions of the Isolite Dryfield Illuminator in advancing the field of laser dentistry.
- Named by *Dentistry Today* as one of the Top 100 New Products (2003)

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- Received a Gold *Business Week*/Industrial Design Excellence Award from the Industrial Designers Society of America (2003)
- Named *Dental Products Report* Top 10 Chairside Products (2002)
- Received a ++++ rating (4 out of a possible 5) from *The Dental Advisor*, a research firm which evaluates dental products by objective clinical and laboratory research protocols

### **About Isolite Systems**

Isolite Systems is committed to transcending the limitations of existing dental technology with innovative, ergonomically efficient products that help dental professionals work more productively with less stress and fatigue. Dentists, dental assistants and hygienists at dental practices and clinics throughout North America are making their practices more profitable using Isolite Systems products while improving patient comfort and safety. Isolite Systems was founded by Thomas R. Hirsch, DDS, and his brother, industrial product designer, James A. Hirsch, in 2000 to bring to dental market the Isolite Dryfield Illuminator and other products. Isolite Systems holds more than a dozen United States and international patents on its products and is intent on growing both its domestic and international business. **For more information about Isolite Systems, please call 805-560-9888 or visit [www.isolitesystems.com](http://www.isolitesystems.com).**

### **PHOTO CAPTION**

Thomas R. Hirsch, DDS, demonstrates the Isolite™ Dryfield Illuminator. The device solves many of the frustrations that dental professionals face on a daily basis, such as controlling a patient's tongue and saliva during the dental procedure while isolating the working field.

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