

Isolite Systems Named “Townie Choice” Award Winner

The Isolite™ Dryfield Illuminator Dental Assisting Device is Earning Rave Reviews from Professionals

SANTA BARBARA, CA – January 19, 2005 – Isolite Systems, a designer and marketer of innovative, ergonomically efficient dental devices, today announced that it has received a “Townie Choice” award for 2005. The company was recognized for its product, the Isolite™ dryfield illuminator — an innovative assisting tool that combines the functions of light, aspiration and retraction into a single device that helps dental professionals perform procedures in less time with better ergonomics.

The “Townie Choice” awards were started by Dr. Howard Farran and Farran Media in 2003 to assist dentists in making product purchasing decisions, and are considered the “people’s choice” of the products and services available in the dental industry today. The Isolite dryfield illuminator was the winner in the category of Suction Equipment-Combination Systems. Voting for the awards was open to 61,000 registered members of the *Dentaltown* interactive Web site (www.dentaltown.com) and readers of *Dentaltown* magazine.

When placed in the dental practice, the benefits of the Isolite dryfield illuminator are quickly realized and include: increased visibility of the working field; quick reliable isolation and moisture control; faster dental procedures; improved ergonomics for dentists, hygienists and dental assistants; and greater patient comfort and safety.

“Receiving the Townie Choice Award is particularly satisfying for me,” said Isolite Systems CEO and dentist founder Thomas R. Hirsch, “I have always believed that the Isolite dryfield illuminator could truly advance dental technology. For my colleagues to recognize its contribution to the quality and speed of their dentistry is particularly inspirational.”

The “Townie Choice” award is the latest recognition garnered by Isolite Systems and its popular device, the Isolite dryfield illuminator. Industry accolades include:

- Named *Dental Products Report Top 10 Chairside Products* (2002)
- Named by *Dentistry Today* magazine as one of the *Top 100 New Products* (2003)
- 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
- Received a *Gold Business Week/Industrial Design Excellence Award* from the Industrial Designers Society of America (2003).
- 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.

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 more than 4,200 dental practices/clinics in 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 market the Isolite dryfield illuminator and other products for the dental market. Dr. Hirsch has been operating his private dental practice for 30 years in Malibu, California, specializing in cosmetic dentistry and full-mouth reconstruction. He is a graduate of the USC School of Dentistry and served there for 10 years as an instructor of Clinical Dentistry. Tokyo Medical and Dental University and Iwate Medical University in Japan have invited Dr. Hirsch to present the Isolite dryfield illuminator to its clinical teaching staff in January of 2006.

For more information about Isolite Systems telephone +1 (805) 560-9888 or visit the Isolite Systems web site at www.isolitesystems.com.