

Isolite™ Dryfield Illuminator Wins “Townie Choice” Award For the Fourth Straight Year

Hot Product is Fueling Company's Growth; 2009 Brings New Facility and Expanded Staffing

SANTA BARBARA, CA – January 28, 2009 – For the fourth year in a row, Isolite Systems took home a coveted “Townie Choice” Award from *Dentaltown* magazine for its unique dental product — the Isolite™ dryfield illuminator.

The Isolite dryfield illuminator is an innovative dental tool that combines the functions of light, suction and retraction into a single device solving many of the frustrations that dental professionals deal with on a daily basis.

Isolite Systems is using the momentum of this and other recent product accolades to grow its business in a time when many businesses are contracting. This year, the company will be adding additional staff and moving into a new facility in Santa Barbara that will encompass new offices, expanded manufacturing and assembly capabilities, and a warehouse.

“We launched our original Isolite through the *Dentaltown* web community, and if it wasn’t for the ‘Townies’, we’d never be where we are today,” said Sandi Hirsch, General Manager of Isolite Systems. “We owe the ‘Townies’ a debt of gratitude.”

Hirsch added that because the Isolite increases dental operatory productivity by 20 - 30%, its popularity is leading to increased business and company growth.

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 Prosthodontics, Restorative Dentistry and Cheek Retraction Materials. Voting for the awards was open to more than 100,000 registered members of the *Dentaltown* interactive community (www.dentaltown.com) and readers of *Dentaltown* magazine.

“When I was in dental school we had to use rubber dams,” said Mark J. Fleming, DDS of Sarasota, FL and a “Townie” member. “The Isolite has replaced the rubber dam in my office; with that it gives the patient security of nothing getting down their throat while supporting their jaw with a soft, comfortable bite block. For me, it retracts the tongue, opens the bite and allows access to distal teeth, all in one piece. I use it for all my restorative procedures, and I can’t imagine practicing without it, in fact, I won’t!”

Tiffany Lee, DDS, of Torrance, CA is an Isolite customer who runs a high-tech practice and is also a “Townie.” Not only does the Isolite assist with her operatory efficiency and work flow, but it’s a vital tool for her while participating in charity dental missions.

“Isolite allowed me to work solo and provide dentistry to 50 orphaned children in Cambodia,” Lee said. “Without the Isolite, we would never have been able to complete the children’s dental treatment. When you are working in the field, everything can and does go wrong. It’s great to have one reliable piece of equipment, like Isolite, that never goes down. It’s like having an assistant without paying for their airfare.”

The “Townie Choice” Award is the latest recognition garnered by Isolite Systems and its popular device, and is one of five accolades received from the dental publishing industry in 2008. Those accolades include:

- Named by *Dentistry Today* magazine as one of its Top 100 Products for 2008
- Named to *Dental Product Reports’* magazine Top 100 Products of Distinction for 2008
- Received a 4.8 rating (out of a possible 5.0) and named a “Best Product 2008” by *Dental Product Shopper* magazine
- Named to *Dentalcompare’s* Top 108 Products for 2008

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 dental products. The company holds more than a dozen United States and international patents on its products and is intent on growing both its domestic and international business.

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. **For more information about Isolite Systems, please call (805) 560-9888 or visit www.isolitesystems.com.**



Thomas R. Hirsch, DDS and James A. Hirsch, co-creators of the Isolite dryfield illuminator are shown with Sandi Hirsch, General Manager of Isolite Systems. Summer Clark (seated) demonstrates the four-time "Townie Choice" award-winning dental device.

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