



PRESS RELEASE

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**DDS Rescue™—A Backup & Recovery Solution—Wins Again!
Awarded Pride Institute Best of Class Technology Award 2nd Year in a Row**

CARLSBAD, CA — Unique in its approach and scope, the Pride Institute's "Best of Class" Technology Award — now in its fifth year — continues to recognize products that demonstrate excellence in their category. In 2013, DDS Rescue from Liptak Dental is one of those lauded as "Best of Class."

"Our Mission was to provide a product and service that every dentist needs to protect their most valuable asset—their data", said Kenny Schwing, President/CEO of Liptak Dental. "The Liptak Team worked extensively to develop something different that is affordable and state-of-the-art, which can protect the dentists' data and get a dental office operating again quickly and efficiently. After winning the Pride Institute's highest honor, 'Best in Class' Award for Technology in 2012, we all felt that we had accomplished our goal. Winning again in 2013 confirms our belief. The Pride Institute is a prestigious institution that is respected worldwide. Being recognized the first time by the Pride Institute was exciting. Winning the award two years in a row is a great honor. Many thanks to Dr. Shuman and the Pride Institute's panel for developing the 'Best in Class' award and helping the dental community identify the standout products that are essential to the modern dental practice."

A panel, comprised of leading voices in dental technology, comes together each year to discuss, debate and decide what products merit recognition. All technology categories are considered, but if there is no clear differentiator that sets a product apart in its category, then no winner is selected. Each product honored as "Best of Class" features unique characteristics that differentiate it from the competition in a compelling way and, more importantly, creates value for the general dentist.

Organized by Dr. Lou Shuman, President of Pride Institute, the panel is committed to a selection method that is unbiased and rigorous. Throughout the course of the year, members of the panel review new and existing technologies in preparation for the vote. Panelists who receive compensation from dental companies are prevented from voting in that company's category. This facilitates a spirited debate and selection process that allows a variety of products — obscure and well-known, basic and aspirational — the chance to be honored. More importantly, it provides the dental professional with a product perspective untainted by manufacturer intervention.

"I am honored by the impact the award is having on purchasing decisions and its value to the manufacturing community," Dr. Lou Shuman, DMD, CAGS, Best of Class founder and President of Pride Institute shared, "but I am most proud of the integrity of our process and how it differentiates this award from any other provided today. The formula — technology leadership in dentistry, unbiased and not for profit — works. Even

now, five years in, it is incredible to see this vision come to fruition thanks to the support of the panel, ADA, *Dental Products Report*, and *Dental Economics*.”

The panel consists of seven dentists with significant knowledge of and experience in dental technology, including Dr. Shuman; John Flucke, DDS, writer, speaker and Technology Editor for *Dental Products Report*; Paul Feuerstein, DMD, writer, speaker and Technology Editor for *Dental Economics*; Titus Schleyer, DMD, PhD, Associate Professor and Director, Center for Dental Informatics at the University of Pittsburg, School of Dental Medicine; Marty Jablow, DMD, technology writer and consultant for Dr. BiCuspid; Parag Kachalia, DDS, Vice-Chair of Preclinical Education, Research and Technology, University of Pacific School of Dentistry; and Larry Emmott, DDS, technology writer, speaker and dental marketing consulting.

“The energy and true expertise that the panel brings to the table is a gift to the profession,” said Dr. Shuman. “I feel very fortunate to have each member as part of this process.”

The Pride Institute Best of Class Technology awards were launched in 2009 as a new concept to provide an unbiased, non-profit assessment of available technologies in the dental space. Through print and digital media coverage, the “Best of Class” message reaches the community of 150,000 dentists through multiple touchpoints—in print and online—educating them about the products. Honoree participation in the “Tech Expo” at the American Dental Association’s Annual Session offers face-to-face interaction with the companies as well as technology-centered education provided by members of the panel as well as the esteemed consultants of Pride Institute. Courses at last year’s 2012 meeting sold out. This year’s event will be held October 31 – November 3 in New Orleans.

For more information, contact DDS Rescue at 800-998-9048 or go to www.ddsrescue.com

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