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**ORAL HEALTH AMERICA LAUNCHES NATIONAL SMILE MONTH IN THE US**  
**Partnership with British Dental Health Foundation Allows Campaign to Run**  
**Simultaneously in the US and UK Beginning May 18**

CHICAGO, March 20, 2008—The importance of brushing, good nutrition and regular visits to the dentist is the focus of National Smile Month, the largest independent international dental campaign aimed at consumers of all ages. National Smile Month, now in its 32<sup>nd</sup> year in the United Kingdom, arrives in the United States beginning May 18, through a new partnership between Oral Health America and the British Dental Health Foundation. This year's theme is "Brush for Health!"

"National Smile Month conveys the importance of self care, choosing healthy food and visiting the dentist regularly, messages that are basic but still very much needed in the U.S. where tooth decay remains the number one unmet health need for children," said Robert Klaus, President and CEO of Oral Health America. "It is particularly exciting to lead the U.S. part of an international effort designed to raise awareness of oral health's importance to overall health."

"We are delighted to share this very successful campaign with Oral Health America, and support the promotion of oral health in the U.S.," said Dr. Nigel Carter, Chief Executive of the British Dental Health Foundation, which founded the program in 1976.

National Smile Month will bring creative messages about oral and overall health to the public and profession, via significant media outreach and the distribution of a National Smile Month Guide to thousands of dental practices throughout the country, inviting care providers to share campaign messages with their patients.

Oral Health America is the nation's premier, independent advocacy organization dedicated to improving oral health for all Americans. Find out more at [www.oralhealthamerica.org](http://www.oralhealthamerica.org).

The British Dental Health Foundation is the U.K.'s leading oral health charity, with a 35-year track record of providing public information and influencing government policy. The Foundation's Web site is [www.dentalhealth.org.uk](http://www.dentalhealth.org.uk).