FOR IMMEDIATE RELEASE

Heraeus Precious Metal Refining Announces Collaboration with L.D. Pankey Dental Foundation

Company’s Precious Metal Refining Division to donate 5% of revenues generated from Foundation’s alumni

SOUTH BEND, INDIANA, March 8, 2013 — Heraeus Kulzer, LLC, the worldwide leader in dental esthetics, today announced that its Precious Metal Refining Division will donate to the L.D. Pankey Dental Foundation 5% of all refining revenues generated from the Foundation’s thousands of alumni.

“Our company is dedicated to doing whatever we can to enhance the success of our customers, which is why we are so pleased to be able to support the efforts of the L.D. Pankey Dental Foundation,” said Christopher Holden, President of Heraeus Kulzer North America. “Pankey does an exceptional job of providing the behavioral, clinical, and financial knowledge dental practitioners need to be successful, and we are proud that our products and financial support are able to assist them in their mission.”

Heraeus Precious Metal Refining is the world’s largest private precious metal refiner. The company heats, melts, separates and analyzes precious metals in a single location to give laboratories and dentists the highest possible return for their dental scrap metal. By eliminating surprise fees and minimum lot charges, Heraeus is able to give its customers the utmost in value and service.

Considered the global gold standard in dental esthetics materials, Heraeus operates a state-of-the-art refinery in Newark, New Jersey. The facility receives more than 25,000 scrap shipments annually, 80% of which are from existing loyal customers. Because it
processes its own scrap from beginning to end, Heraeus offers direct, personalized contact without any middlemen, saving time and money for its valued customers.

Since early 1972, over 20,000 dentists, specialists and technicians from 42 nations around the world have attended The Pankey Institute for post-graduate education. They are not only better professionals as a result of implementing their Pankey Institute learning, their successful practices and balanced lifestyles have contributed to personal health, happiness and wealth accumulation. For more information, call (800) 4PANKEY (472-6539) or visit http://www.pankey.org.

For more information on Heraeus or its products, call (800) 431-1785 or visit www.heraeusdentalusa.com.

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**About Heraeus**

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with more than 160 years of tradition. Our fields of competence include precious metals, materials, and technologies, sensors, biomaterials, and medical products, as well as dental products, quartz glass, and specialty light sources. With product revenues of €4.8 billion and precious metal trading revenues of €21.3 billion, as well as more than 13,300 employees in over 120 subsidiaries worldwide, Heraeus holds a leading position in its global markets.

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