



PRESS RELEASE

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DDS Rescue™—A Backup & Recovery Solution—Wins Coveted Pride Institute Best of Class Technology Award

CARLSBAD, CA—Now in its fourth year, the Pride Institute's Best of Class Technology Award continues to recognize products that demonstrate excellence in their category. In 2012, DDS Rescue™ was one of those lauded as "Best of Class."

"We know from years in the dental industry, that every practice needs an effective backup and recovery solution," says Kenny Schwing, President & CEO of DDS Rescue "This need is more serious than ever, considering the average dental practice has over 50 GB of crucial data which grows at approximately 15 GB per year. Patient profiles, financial data and x-ray images are increasing in every dental office every day," says Schwing.

"This data is the most valuable asset in the office, and to keep a practice up and running, dentists need access to this data in minutes—not days or weeks—after a server crash, power outage, or natural disaster," continues Schwing. "We are excited and honored to be given this award and look forward to providing the services that dentists need."

The DDS Rescue™ system features an onsite failover server which is constantly backing up your data, and an online component so all your practice data can be accessed online in case of an emergency. "Think of DDS Rescue™ as a high-tech spare tire for your practice," says Paul Hinman, Vice President of Technology for DDS Rescue. "In most cases, the device can get a practice back up and running in 10 minutes."

DDS Rescue™ is ideal for dental because it is HIPAA-compliant and minimizes HITECH liability. Data never leaves the office in an unencrypted format. The device also features a GPS locator to help authorities recover the system in case of theft.

For the Pride Institute Best of Class Technology Award, a panel—comprised of leading voices in dental technology—comes together each year to discuss, debate and decide what products merit recognition. Organized by Dr. Lou Shuman, President of Pride Institute, the panel is committed to a selection method that is unbiased and rigorous. **Panelists who receive compensation from dental companies are prevented**

from voting in the categories those technologies represent. This facilitates a dynamic process that, year-to-year, honors products, both obscure and well-known, basic and aspirational.

“The technology space has exploded in terms of quantity and quality of available products,” said Dr. Lou Shuman, DMD, CAGS, President of Pride Institute. “With the potential for a considerable investment amount, it was important that someone step up and provide the corporate and dental communities with an unbiased selection process, led by technology key opinion leadership, with the sole focus of providing true guidance. That was the vision and it has 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, author, speaker, technology consultant, and columnist for Dr. biCuspid; Parag Kachalia, DDS, Director of New Technology at the University of the Pacific, School of Dentistry; and Larry Emmott, DDS, technology writer, speaker and dental marketing consultant.

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

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