



**FOR IMMEDIATE RELEASE:**

**PERFECT TEETH™ Introduces New Discount Dental Plan To Offer More Affordable Dental Coverage to Patients**

The PERFECT TEETH™ Dental Plan, an affordable, easy-to-understand, easy-to-use alternative to traditional dental insurance, helps expand the availability of dental care services and provide increased savings for patients.

Denver, CO - April 2, 2014 – PERFECT TEETH™, a network of [dental offices](#) in Colorado, New Mexico and Arizona affiliated with Birner Dental Management Services, Inc. (NASDAQ Capital Market: BDMS), announced today the new and improved [PERFECT TEETH™ Dental Plan](#), an affordable, easy-to-understand, easy-to-use alternative to traditional dental insurance. The new Dental Plan's goal is to help expand the availability of dental care services and provide increased savings to patients ensuring that affordable dental care is available for everyone.

Established in 1995, PERFECT TEETH™ is the largest provider of high quality, comprehensive dental care in Colorado and New Mexico with a growing presence in Arizona.

The PERFECT TEETH™ Dental Plan is a reduced-fee dental plan that allows patients to enjoy deep discounts on a variety of dental work from routine teeth cleanings and oral surgery to cosmetic dentistry and implants. Discounts on dental services

can range from 30% to 70%, depending on the treatment a patient receives. The plan, which can save a family hundreds of dollars annually in dental costs, also includes:

- No Deductible
- No Maximums
- No Exclusions for Pre-Existing Conditions
- No Waiting Period

“Since its inception, the PERFECT TEETH™ Dental Plan has been a valuable tool for helping over 8,000 patients a year get the dental care they need,” said Fred Birner, chief executive officer of BDMS. “As we strive to reach our goal to be the GOLD STANDARD in patient care and service, we are continually looking for ways to improve our organization. Combined with the changing landscape in dental insurance coverage and feedback from our patients and our offices, we have gained valuable insights for improving our business, and we are proud to offer a forward-looking dental plan that makes superior dental care available to everyone.”

To learn more, or to enroll in the PERFECT TEETH™ Dental Plan visit <http://www.perfectteeth.com/dental-plans/>.

### **About PERFECT TEETH™**

The PERFECT TEETH™ network of dental offices is the largest provider of dental services throughout Colorado and New Mexico with a growing presence in Arizona. The company’s Gold Standard commitment has helped earn its A+ Better Business Bureau rating, and grow its presence to 66 dental practices with more than 120 dentists providing both general and specialty dental services. To learn more, visit <http://www.perfectteeth.com>.

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