

Birner Dental Management Services, Inc.
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FOR IMMEDIATE RELEASE

September 27, 2018

**BIRNER DENTAL MANAGEMENT SERVICES, INC. ANNOUNCES LAUNCH OF
NEW AND IMPROVED PERFECT TEETH WEBSITE**

Improved Functionality Aimed at Enhancing Patient Experience

DENVER, COLORADO, September 24, 2018. Birner Dental Management Services, Inc. (OTCQX: BDMS), business services provider of PERFECT TEETH dental practices, announced today that it has launched a fully updated and improved PerfectTeeth.com website. The site contains a robust set of new features aimed at enhancing the customer experience of both new and existing patients.

Some of the key features of the new PERFECT TEETH website include:

Enhanced search

Interactive search functionality affords patients the ability to search by geographic location as well as dental specialty and dentist name.

Office Specific Reviews

Every office landing page includes the most up to date patient reviews.

Dentist profiles

Every Perfect Teeth dentist will have a profile on their associated office page(s).

Pay My Bill Feature

Patients will have the ability to remit payment to Perfect Teeth using this convenient and secure feature. Patients will have the ability to use a credit card or ACH debit, for no additional fee.

Enhanced Patient Resources

Patients will have the ability to request an appointment, access the new patient paperwork, renew their dental plan and more in the new Patient Resource section.

Mobile Responsiveness

The new site is optimized for mobile viewing across all mobile devices. New or existing patients that search for dental services from their mobile devices should see increased visibility of the Perfect Teeth brand.

Shannon Mika, Director of Marketing and Communications for Birner Dental Management Services, Inc. commented, "After several months of careful planning, development and feedback

from our patients and offices, we are extremely excited to launch our extensively upgraded website. New and existing patients will benefit from each of these enhanced features as well as the much improved user interface and design. The new website will help increase Perfect Teeth's online visibility and make it easier for our patients to select, review and interact with our offices.”

Forward-Looking Statements

Certain of the matters discussed herein may contain forward-looking statements that are subject to certain risks and uncertainties that could cause actual results to differ materially from expectations. These include statements regarding the impact of the new website, the Company's prospects and performance in future periods, including improvement in operating results and dentist hiring, the amount of bank debt, compliance with debt covenants, performance of de novo offices, the payment or nonpayment of dividends, dentist count, dentist turnover and recruitment, dentist productivity, new patient visits and patient flow and the impact of certain shareholder matters. These statements involve known and unknown risks, uncertainties and other factors which may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These and other risks and uncertainties are set forth in the reports filed by the Company with the Securities and Exchange Commission, including the Company's Form 10-K for the year ended December 31, 2017. The Company disclaims any obligation to update these forward-looking statements.

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