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FOR IMMEDIATE RELEASE

**NORITAKE DENTAL SUPPLY CO. ESTABLISHES
PREFERRED PARTNERSHIP WITH NOBEL BIOCARE**

Nagoya, Japan (February 23, 2010) - Noritake Dental Supply Co., Limited, a wholly-owned subsidiary of Noritake Co., Limited, today announced the company has signed a Preferred Partner Agreement with Nobel Biocare, a medical devices group and world leader in innovative esthetic dental solutions. The partnership of these two market leaders will result in superior esthetic restoration options for both dentists and dental technicians worldwide.

"We are extremely pleased to announce this partnership with Nobel Biocare," said Mr. Yoshiharu Ogawa, president of Noritake Dental Supply Co., Limited. "The agreement demonstrates our on-going commitment to providing the most reliable and the best esthetic restorations to dental professionals and their patients across the globe."

The Preferred Partnership combines Noritake's long and well-respected history for producing the highest quality layered ceramics with Nobel Biocare's knowledge in CAD/CAM restorative solutions and renowned dental implant devices. The collaboration involves joint research and development programs, joint clinical research and studies, educational and training programs for dental laboratories and clinicians, as well as joint commercial activities.

"Noritake leads in the development of porcelain materials for all-ceramics restorations which are optimally designed for NobelProcera," says Ms. Kiyoko Ban, co-founder of Noritake Dental Supply and R&D advisor. "This new partnership marks a new era for the success of our product lines and builds on the strengths of both companies."

Areas of Collaboration with Nobel Biocare

The partnership agreement with Nobel Biocare covers the following areas:

Veneering Solutions

Noritake offers established veneering solutions for zirconia, alumina, titanium and cobalt-chrome frameworks, which are fully compatible with the product and material portfolio of NobelProcera. The companies will team up to issue certificates of compatibility for their products and materials, thereby ensuring that dental professionals and patients, alike, will benefit from superior final restorations.

Commercial, Training and Research Partnership

The collaboration as provided for in the partnership agreement includes commercial activities, customized training and educational programs, as well as the development of new materials. Recommendations on Noritake veneering material will be integrated into the NobelProcera framework design software. As a result, NobelProcera customers will benefit from additional information and service that leads to efficient prosthetic processes and esthetically pleasing high-end final restorations.

Materials Development

Noritake and Nobel Biocare will combine their experience in developing high-performance dental restorative materials. Nobel Biocare's outstanding know-how in CAD/CAM restorative solutions and industrial manufacturing, coupled with Noritake's expertise in materials, will result in even better prosthetics quality and treatment processes for dental professionals as well as patients.

About Noritake Dental Supply Co., Limited

Noritake Dental Supply Co., Limited was established in 1998 as a division of Noritake Co., Limited, the world-renowned tableware manufacturer started over a century ago. Noritake develops high quality ceramic technology to a variety of industries including abrasives, electronics, and engineering. The company introduced dental materials in 1987 successfully applying its expertise in ceramics. Today Noritake Dental Supply is a leading dental ceramic manufacturer supplying a wide variety of dental materials to the global market. Renowned for reliability, safety and superior esthetic results, Noritake's products are well-received in more than 90 countries worldwide.

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