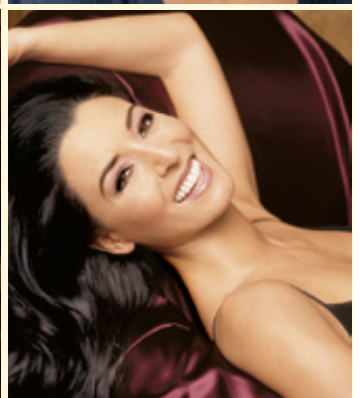


MACVENEERS™ MODEL SEARCH OFFICIAL ENTRY FORM



MACVENEERS™ MODEL SEARCH

OFFICIAL ENTRY FORM

Deadline: August 31, 2009

PRIZES

The winner(s) of the MACVENEERS MODEL SEARCH will receive the following:

- A trip to San Francisco for the doctor and his/her patient to be part of a professional photo shoot (airfare and hotel - see Rules and Regulations #4). This is an opportunity to experience a MAC photo shoot production with an award winning team of stylists, make-up artists and photographer.
- A modeling fee for patients that have completed a smile makeover.
- 8-10 free MACVENEERS for patients that are waiting for their smile makeover. If the patient has already received a smile makeover, a modeling fee will be issued to the patient in exchange for modeling rights. If MACVENEERS still need to be fabricated, patients will not qualify for a modeling fee.
- Winner(s) will be featured in various MAC marketing projects.
- Doctor(s) will get copies of the photoshoot pictures and two retouched images.
- Doctor(s) will get two professionally designed ads and two office posters produced by the MAC Marketing Team.
- Doctor(s) and winning patient will be featured as the winners on the MACVENEERS.COM site.
- Winner(s) will be part of the 2010 Limited Edition DTI Calendar.
- Winner(s) will have the possibility of being presented in our next MAC video.
- Winner(s) will have the possibility of being featured in our MAC booth at the 2010 AACD in Texas.



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WHO WILL BE THE NEXT MACVENEERS MODEL?

Like our models from our past advertisements, one of your patients could be part of our next national marketing campaign. We invite you to enter the MACVENEERS MODEL SEARCH for an opportunity to travel to beautiful San Francisco and be part of a professional photoshoot if your patient is selected.

WHO IS ELIGIBLE TO ENTER?

There are two different scenarios of who can be entered to win the MACVENEERS Model Search.

1. A patient that has already benefited from MACVENEERS smile makeover (already restored). If this patient wins the MACVENEERS Model Search, a modeling fee will be issued to winner in exchange for model rights.
or
2. A patient that has not been restored yet, however is seeking a smile makeover with MACVENEERS. If this patient is selected as the new MACVENEERS Model, MAC will fabricate 8-10 MACVENEERS free of charge in exchange for modeling rights.

Note: We are unable to accept entry forms that come directly from patients.

HOW TO ENTER

Fill out the “**M FORM**” and mail it along with the required pictures by August 31, 2009.

Submit form and pictures to:

MicroDental Laboratories
5601 Arnold Road
Dublin, CA 94568
Attn: Gabriel Ceballos

ACKNOWLEDGMENT OF RECEIPT ENTRY

As soon as we receive your package, we will send you acknowledgement via e-mail. If you don't have e-mail, enclose a stamped, self-addressed envelope in your package and we will mail an acknowledgement to you.

Note: Please keep copies of your images as entry pictures will not be returned.

WINNER ANNOUNCEMENT

We will announce the winner(s) on September 15th, 2009. Winner(s) will be notified by phone and e-mail.



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FREQUENTLY ASKED QUESTIONS

Can I submit my work via e-mail?

In order to ensure proper handling of your entry materials, we cannot accept electronic entries.

What is the criteria the judges will use to select the winner?

We are looking for charismatic patients with a healthy and confident look.

Will my entry pictures be returned?

No. Please don't send original pictures since they will not be returned.

Is there an age limit for the models?

There is no age limit.

Are the patients supposed to be professional models?

Patients don't have to be professional models but they do need to be comfortable in front of the camera.

Can I submit more than one patient?

Yes, all doctors are invited to submit up to 3 patients. However, it is necessary to fill out a separate "M FORM" per patient.

Are you accepting patients with veneers not made by MAC?

Since this is a MACVENEERS Model search, only patients that have received or will receive MACVENEERS are eligible to enter. Patients with veneers fabricated by another lab are not eligible to enter or win the contest.

Are you accepting entry forms from doctors outside USA?

Yes, The MACVENEERS Model Search is an international event.



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RULES AND REGULATIONS

1. MicroDental, a DTI Dental Laboratory and MAC by MicroDental Technologies reserve the right to select the winner of the MACVENEERS Model Search. The winner(s) will be selected by a panel of judges by September 15, 2009.
2. If the patient has already received a smile makeover, a modeling fee will be issued to the patient in exchange for model rights. The patient will be required to sign a standard modeling agreement giving DTI, MicroDental, MAC and BioHorizons rights to the photographs. The restoring dentists will not receive monetary compensation, however will receive the benefits as outlined in this document.
3. If the patient has not received a smile makeover, MAC will fabricate 8-10 veneers (based on diagnosis), free of charge to the restoring dentist as compensation for modeling rights. The patient will not receive monetary compensation, they will receive complimentary lab work. It is recommended that the dentist(s) also performs the dentistry at a reduced rate or complimentary in exchange for marketing purposes.
 - a. MACVENEERS will be under warranty according to MicroDental's standard policy – 2 years. In cases of broken or chipped veneers, MicroDental will replace the veneer(s) at no cost, however will not cover dentist's chairtime, materials, patient travel, or other related expenses.
 - b. MicroDental makes no warranties or representation regarding any service provided by the dentist. Any claims or disagreements regarding treatment are between the patient and the dentist; MicroDental is not responsible.
4. MicroDental will assume reasonable expenses associated for photo shoots including photographer, props, materials and supplies, and appropriate travel. Travel includes roundtrip coach airfare for dentist and the winner of the MACVENEERS Model Search, up to 3 nights hotel accommodation and appropriate meals (based upon receipts) for up to 3 days. All travel must be pre-approved and will be paid by MicroDental Laboratories.
5. The winner will sign a release form giving MicroDental, DTI and BioHorizons permission to unlimited use of the photos for the following (not limited to these items):
 - a. Consumer Marketing
 - b. Dental Trade Publications
 - c. Direct Mail
 - d. Website
 - e. Brochures (for patients and dentists)
 - f. Trade Ads in Local Magazines for Dentists
 - g. Trade Show Graphics
 - h. Posters/Wall art
 - i. Patient Recall cards
 - j. Calendars
 - k. Other marketing items
6. The restoring dentist will have access to all of the images and can use them in any marketing materials created for their practice as outlined in this document.
7. For any consumer advertising, the restoring dentist will have "exclusivity" of the model images in his/her market. The market will be defined as a 150 mile radius of that dentists' practice. Dentists outside of the 150 mile radius may have access to these images for certain projects.
8. MAC, MicroDental and DTI do not practice or diagnose dentistry. It is exclusively the consumer's choice to select a dentist and to discuss the treatment recommendations with that dentist.
9. Medicaid patients are not eligible to enter.

MACVENEERS™ MODEL SEARCH OFFICIAL ENTRY FORM

Deadline: August 31, 2009

M FORM

TODAY'S DATE

DR. NAME

PRACTICE NAME

DR. PHONE

EMAIL

WEBSITE ADDRESS

ADDRESS

CITY

STATE

ZIP

NAME OF PATIENT

**HAS YOUR PATIENT
RECEIVED A MACVENEERS
SMILE MAKEOVER?**

YES _____ NO _____

If yes, which teeth were
restored? _____

**IS YOUR PATIENT A
PROFESSIONAL MODEL ?**

YES _____ NO _____

**IS YOUR MODEL REPRE-
SENTED BY AN AGENCY?**

YES _____ NO _____

NAME OF AGENCY

**WHERE DOES YOUR
PATIENT LIVE?**

COUNTRY

STATE

Please describe below why you think your patient has what it takes to become the next MACVENEERS model.

I have read and understood the rules and regulations of this contest and agree with the terms.

DOCTOR'S SIGNATURE

DATE

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EXAMPLE OF PICTURES THAT NEED TO BE SUBMITTED WITH YOUR ENTRY "M" FORM.

- Write the name of your patient on the back of each picture.
- Pictures must be unretouched and with minimal or no make up.
- Pictures don't have to be professionally produced but must be clear.
- A minimal of 3 face shots and 3 smile close-ups are necessary to judge your patient.
- If you patient becomes a finalist, we may request additional pictures.
- You can send up to 10 pictures.



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