



FOR IMMEDIATE RELEASE: May 26, 2008
Contact: Angelique Glass
angeliqueglass@dentaltradealliance.org
(703) 379-7755

Dental Trade Alliance Extends DentaCheques Promotion and Announces 2008 DentaCheques Top Sales Leaders

Arlington, VA: May 26, 2008 The Dental Trade Alliance (DTA), recognized for its leadership in the dental industry, announces an expanded **DentaCheques Incentive Promotion** for sales professionals participating in the campaign. Replacing the former model of launching each fall, the DentaCheques campaign will roll throughout the year. DentaCheques 2009, now in progress, began with qualifying sales May 2, 2008 forward. Each sale of DentaCheques 2008 through the summer and DentaCheques 2009, once released, will be allocated one ticket entry into the DentaCheques Sales Incentive Awards drawing. There's no limit on the number of tickets, or qualifying sales. In 2009, the incentive is an all-expenses-paid trip for two to attend the DTA's 2009 annual meeting at in the Bahamas.

With support from more than 70 member companies and 400 participating sales professionals, DentaCheques sales to date will generate over \$5 Million in NFDH donated dental care programs this year.

DTA DentaCheques 2008 Sales Leaders

Jerry Magee	Henry Schein Dental	Evan Harris	Henry Schein Dental
Tom Brophy	Henry Schein Dental	Edward Paulter	Henry Schein Dental
Matt McDonald	Patterson Dental	Todd Herb	Henry Schein Dental
Steve Sullivan	Henry Schein Dental	Eric Shaw	Henry Schein Dental
Julie Salemo	Henry Schein Dental	Connie Beavers	Patterson Dental
Scott Cook	Henry Schein Dental	Mark Warren	Patterson Dental
Randy Talaski	Henry Schein Dental	Michael Wich	Benco Dental
Scott Cook	Henry Schein Dental	Tom Peterson	Benco Dental
Dave Giordano	Patterson Dental		

For information on supporting DentaCheques, including how to promote your dental products and services with the DentaCheques 2009 campaign, contact Rsaldana@www.nfdh.org.

###

The Dental Trade Foundation is a 501 (c)(3) organization. Our mission is to fund and leverage promising initiatives that improve access to, and increase capacity and productivity in, the oral healthcare system.