

FOR IMMEDIATE RELEASE

September 19, 2013 (ANNAPOLIS) — Supporters of the Organization for Safety, Asepsis and Prevention (OSAP) are lending a helping hand in continuing the fight to prevent disease transmission. During the month of October, Patterson Dental and nine infection control product companies are again teaming up to raise funds for OSAP in a special cause-related marketing campaign, "Support the Fight for Infection Prevention."

OSAP's super sponsors Crosstex, Hu-Friedy and Sultan Healthcare will contribute to the campaign, as will corporate members CrystalTip, DentaPure, DUX Dental, Miele, Mydent and Sunstar Americas. This is the third social responsibility campaign that companies have organized for OSAP to advance its mission for the safe and infection-free delivery of oral healthcare.

The campaign is designed to increase OSAP's visibility throughout the dental profession and showcase the key infection control brands that are donating a portion of their sales to OSAP. Patterson Dental is featuring the infection prevention campaign as a four-page spread in the center of its 2013 Patterson Infection Control Guide. During October, 5 percent of the proceeds from products featured in the campaign section, which is framed with the OSAP green band and logo, will be donated to the OSAP Foundation. The funds will be used for dental safety educational and scholarship programs provided by the foundation.

"It is so generous of Patterson Dental to donate the space and spearhead this campaign again in 2013, and we want to thank our super sponsors and corporate members for their participation," said Therese Long, OSAP executive director. "We encourage all of our members to get the word out and tell their colleagues and peers to support this initiative and help OSAP continue to advance dental safety."

For the latest infection control information, guidelines and resources, visit www.OSAP.org.

About OSAP

The Organization for Safety, Asepsis and Prevention is the world's leading membership

association exclusively dedicated to preventing disease transmission and ensuring the safe and infection-free delivery of oral healthcare for all. As a nonprofit organization, OSAP helps dental practitioners close the gap between policy and practice. Its members include dental and other healthcare professionals, consultants, researchers and non-governmental organizations, manufacturing and distribution companies, policy makers, and academia. For more information, visit www.OSAP.org.