



For Immediate Release

Spot Runner and OrthoClear, Inc. Strike Strategic Marketing Agreement to Promote “Invisible Orthodontics” in Local TV Markets

OrthoClear Provides Turnkey TV Advertising Solution for Practitioners; Agreement Marks Spot Runner’s Entry into Second Major Industry Market

LOS ANGELES AND SAN FRANCISCO (SEPTEMBER 12, 2006)—Spot Runner, Inc., the first Internet-based ad agency, and OrthoClear, Inc., provider of next generation invisible orthodontics, today announced that they have established a strategic marketing partnership to help dental practitioners across the U.S. launch cost-effective and customized local TV ad campaigns to promote their OrthoClear practices.

The partnership will give OrthoClear, Inc., the ability to efficiently promote its clear aligner product in local media markets throughout the country while supporting OrthoClear practitioners’ marketing initiatives. The ads—which run on major cable and broadcast channels such as CNN, CBS, Discovery and VH1—will help drive new patients to participating OrthoClear practitioners, as well as spur sales of its technologically advanced, invisible aligner system. OrthoClear practitioners will receive preferred pricing on Spot Runner’s services and can launch a complete ad campaign for as little as \$1,500.

“At OrthoClear we’re committed to helping our doctors expand their practices by offering them state-of-the-art invisible orthodontic products in combination with effective marketing tools,” said Joe Breeland, vice president of Sales and Marketing for OrthoClear. “Our partnership with Spot Runner enables us to give our doctors a simple and affordable means of advertising on TV and gaining exposure in their communities.”

Spot Runner and OrthoClear, Inc. have established an exclusive, co-branded online portal for OrthoClear practitioners. With a few clicks of the mouse, dental professionals are able to use Spot Runner’s intuitive web-based interface to select a commercial from a library of pre-produced ads that Spot Runner developed especially for OrthoClear, customize it with their practice information and then plan and execute ongoing

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campaigns in their local markets. OrthoClear's practitioners have already started launching campaigns and seeing positive results.

"I needed a commercial that reflects the professionalism of my office and helps me reach a new population of people. The quality of Spot Runner's ad for OrthoClear far exceeded my expectations. People are impressed with the commercial and excited to see their orthodontist on TV. It gives my patients and the public a new connection with me," said Dr. Andrew C. Wong, an orthodontist based in Newark, Calif. "TV advertising is definitely a great addition to my marketing strategy. Spot Runner and OrthoClear are helping me build my patient base."

Under the partnership, OrthoClear, Inc. will also market Spot Runner's services—which include TV commercial production, media planning and media buying—to its national client base of OrthoClear providers.

"We've seen tremendous demand from product manufacturers who want to deliver innovative marketing solutions to their local distributors to drive sales and awareness of their products—and OrthoClear is an example of that," said Nick Grouf, president and CEO of Spot Runner. "With this partnership, we have established a firm position in the orthodontic and dental industries. OrthoClear, Inc. is led by a team of innovators who have quickly established one of the most recognized brand names in these fields. Together, we are giving OrthoClear practitioners an effective solution to promote themselves and grow their practice."

About Spot Runner

Headquartered in Los Angeles, Spot Runner, Inc. is a privately held, Internet-based advertising agency that makes it fast, easy and affordable for local businesses to advertise on TV. Its revolutionary approach to commercial production, media planning and media buying gives local businesses access to a powerful marketing tool that was previously out of their reach. The entire process is automated online, making it cost-effective for even the smallest of businesses to use. The company's co-founders, Nick Grouf and David Waxman, previously founded PeoplePC and Firefly Network, which were acquired by EarthLink and Microsoft, respectively. Visit Spot Runner online at www.spotrunner.com.

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About OrthoClear

OrthoClear, Inc. is the technology leader in the clear removable aligner orthodontics market. OrthoClear offers the most advanced method of straightening teeth on the market today. Doctors and prospective patients who would like to learn more about OrthoClear may visit the company's website at www.orthoclear.com.



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