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Mark Todd, Former Telecom Executive, Appointed CFO of Rock Dental Brands

Little Rock, Arkansas – January 27, 2017 - Rock Dental Brands (www.rockdentalbrands.com), a large patient-centric dental service organization in Arkansas and Missouri, today announced the appointment of Mark Todd as Chief Financial Officer. Mr. Todd is an experienced accounting executive with an extensive background in corporate finance and transaction support. Prior to joining Rock Dental, he served for 18 years in various executive-level accounting and finance roles in the telecommunications industry, including most recently as Senior Vice President of Finance with Windstream Communications. Mr. Todd holds a Bachelor of Science in Accounting from the University of Arkansas and an MBA from Southern Methodist University.

Merritt Dake, Rock Dental Brands CEO said “We are pleased to welcome Mark to the team and feel fortunate to find someone with his background to lead our finance efforts. He brings with him a broad range of strategic and financial leadership experience that will be critically important as Rock Dental Brands begins a period of transformational growth. His appointment is another key step towards making Rock Dental the leading multi-specialty dental service organization in Middle America.”

As CFO of Rock Dental Brands, Mr. Todd will work closely with doctors, shareholders and investors to manage the long-term financial and strategic direction of the Company. Mark commented on this appointment, “I’m thrilled to join the Rock Dental team and excited for the opportunity to help the Company reach its full growth potential. We will start right away pursuing new product and market opportunities to further expand our talented doctors’ ability to reach and serve patients with affordable dental care.”

About Rock Dental Brands

Rock Dental Brands is the leading multi-specialty dental service organization in Middle America, focused on rural and mid-size markets. Founded by doctors and leveraging a scaled operating platform, Rock Dental is committed to providing the highest standard of patient dental care at affordable prices. Across its 39 practices throughout Arkansas and Missouri, Rock Dental is able to provide its patients with pediatric, orthodontic, surgical, and general family dental services. Using the latest dental technology, innovative

techniques, and formal collaboration among doctors across its practice group, Rock Dental offers a differentiated, comfortable and convenient patient experience.