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**NEW SURVEY SHOWS AMERICANS STRONGLY SUPPORT GUARANTEED
DENTAL COVERAGE IN HEALTHCARE REFORM
June is National Smile Month**

CHICAGO, June 5, 2009—Nearly 2 in 3 U.S. adults (63%) think that it is important that dental coverage is part of an overall health reform package, and 40 percent say it is very important, according to a new public opinion survey commissioned by Oral Health America. The survey, sponsored by the Dental Trade Alliance Foundation, and conducted by Harris Interactive®, was released today at the launch of National Smile Month, the largest independent international campaign promoting good dental care including brushing, regular dental visits, and healthy food choices as well as the need for effective oral healthcare policies.

“As routines change for summer, this is a great time of year to focus on dental care habits, spend extra time with our children in teaching them to brush their teeth, and to ask our elected officials to support health care for our entire body – including our mouth,” said Oral Health America’s President and CEO Beth Truett during the National Smile Month launch at the National Museum of Dentistry in Baltimore, MD.

The survey shows that the vast majority of adults (92 percent) understand that the lack of proper dental care can lead to overall poor health, and that four in five adults (81 percent) agree that dental benefits are as important as general medical benefits in an overall healthcare benefit package.

During June, Oral Health America, National Museum of Dentistry, Hispanic Dental Association, dental offices, community care providers, schools, and camps will be celebrating National Smile Month and encouraging families not to forget their toothbrushes on vacation.

Oral Health America is the nation's leading, independent organization dedicated to eliminating oral disease through access, education and advocacy. The Oral Health America Dental Survey was conducted by telephone within the United States by Harris Interactive on behalf of Oral Health America between April 29 and May 3, 2009 among 1,011 adults ages 18 years and older. A full methodology is available. National Smile Month is sponsored by Patterson Dental, Dental Trade Alliance Foundation, UnitedHealthcare Dental, and other dental industry leaders, and comprises a variety of initiatives during June to focus public attention on the connection between oral health and overall health. A simultaneous campaign runs in the United Kingdom through the International Dental Health Foundation. More information is at www.oralhealthamerica.org.

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