



## PLACKERS ANNOUNCES PARTNERSHIP WITH ORAL HEALTH AMERICA

Consumer Oral Care Product Company's donation will reach 30,000 children in need through Oral Health America's Smiles Across America® program.

(SAN DIEGO, CA) May 25, 2010—[Plackers](#), a leading brand of consumer oral care products, has partnered with [Oral Health America](#), the nation's leading, independent organization dedicated to eliminating oral disease through access, education and advocacy, to donate dental flossers that will reach over 30,000 children in need through the Smiles Across America® program.

Smiles Across America is a program created by Oral Health America to improve the oral health of elementary school students who lack access to routine dental care by supporting oral disease prevention services in school-based or school-linked settings, and demonstrating to communities that oral health is integral to overall health. To learn more about Smiles Across America, visit <http://www.oralhealthamerica.org/smiles.html>.

"Plackers' product and monetary donations allow Oral Health America to support essential community programs that help uninsured and underserved children have access to oral disease prevention services, oral health products and education," said Beth Truett, Oral Health America's President and CEO. "One of Oral Health America's key messages is how important it is to brush and floss daily for improved oral and systemic health, and this donation not only helps communities and the school oral health programs that serve them but helps to ensure that these programs are sustained for years to come."

Plackers dental flossers will be sent to Oral Health America's Smiles Across America program partners in Minnesota, Chicago, Denver, Maine, Las Vegas, California, West Virginia, New York City, Pennsylvania, Florida, and Dallas, and many other locations via Smiles Across America Product Donation Program distribution channels.

"Plackers is thrilled to have the opportunity to work with Oral Health America and support the Smiles Across America and Fall for Smiles programs," said Tom Barman, Director of Marketing for Plackers. "Plackers is committed to educating families about the importance of flossing and routine dental care and ensuring that underserved communities have access to the oral care products and the oral health services they need."

### About Plackers

Plackers, a leading brand of consumer oral care products, is a pioneer in dental flossers and other consumer oral care products. Having patented the first disposable dental flosser, Plackers is committed to developing high quality, affordable oral care products with innovative features that includes a comprehensive line of dental flossers, dental accessories, and dental night guards including the Grind·No·More® Dental Night Protector. Plackers holds over 20 patents and is sold in major retailers worldwide. For more information, visit <http://www.plackers.com>.

### About OHA

Oral Health America is a national, charitable non-profit, dedicated to connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit <http://www.oralhealthamerica.org>.

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