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**PRIES DENTAL CARE**  
general, family & cosmetic dentistry



## **FOR IMMEDIATE RELEASE**

### **“DENTAL PRACTICE INTRODUCES “BUNDLE OF SMILES” PLAN FOR SMALL BUSINESS CLIENTS WHO DON’T WANT TO WASTE MONEY ON DENTAL INSURANCE”**

#### ***Pries Dental Care Offers Small Businesses Alternative to Costly Dental Insurance Premiums***

San Jose, California - February 25, 2008 - As a business owner himself, Dr. Kostantinos (Gus) Pries, understands the concerns facing many small businesses. A top concern affecting many small business owners today is the cost and availability of health insurance. With the constant rise in premium increases and administrative costs, the small business owner simply cannot afford to carry health benefits. In fact, according to a recent National Federation of Independent Business membership survey, only about half of those businesses with 10 or fewer employees carry medical or dental insurance.

Pries Dental Care, a general dentistry practice located in Silicon Valley, introduces its “Bundle of Smiles” program. The “Bundle of Smiles” program is designed to provide the small business owner with dental coverage at an affordable price. Under the program, clients will receive one full year of dental care at a discounted rate and billing on a monthly recurring charge based on the total of the 12-month dental care plan. The dental care consists of an initial examination, complete series of x-rays, standard hygiene visits including one periodic exam, deep root cleaning if diagnosed with periodontal disease, Zoom Whitening and more.

“Typically, a small business owner can’t afford to carry dental insurance or doesn’t go to the dentist until a problem arises,” states Dr. Gus Pries. “Being a small business owner myself and understanding these issues, I wanted to be able to provide the small business owner the option to receive high-quality dental care with an affordable monthly financing plan to meet their needs and avoid serious dental health problems in the future.”

All services in the “Bundle of Smiles” program are valued at \$1505. With the “Bundle of Smiles” dental program, small business owners pay just \$599 – that’s nearly 60% savings over regular pricing. And, as an added bonus, clients who enroll in the program will also receive a 10% Emergency Courtesy savings for unexpected dental emergencies which may arise.

“Another reason for a small business owner to take advantage of this program is if they do carry dental insurance but are forced to pay high monthly premiums due to the smaller size of the business’ employee base,” commented Dr. Pries. “With our program, you can get affordable dental care without paying high dental insurance premiums for some things which you may never need.”

Pries Dental Care offers extended early-morning, evening and Saturday hours to meet your dental care needs. Visit our website at [www.priesdental.com](http://www.priesdental.com) or call us at 408.260.0200.

## **About Us**

Located in San Jose, California, Pries Dental Care specializes in creating smiles that last a lifetime. Through the use of cutting edge procedures, techniques and customer focus, Dr. Kostantinos (Gus) Pries and his professional staff are dedicated to providing the highest quality of dental care available today. Pries Dental Care's modern, state-of-the-art facility provides a comfortable and inviting setting for your general and cosmetic dental needs. Visit our website at [www.priesdental.com](http://www.priesdental.com) or contact us directly at 408. 260.0200.

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