



Light Instruments Ltd. Signs Exclusive Distribution Agreement with a Global Dental Distributor

Dental Cremer Brazil (Henry Schein) to sell LiteTouch™ and Laser-in-Handpiece technologies in Latin America.

October 21, 2017 – Yokneam, Israel – Light Instruments Ltd. (light-inst.com), the world's leading provider of innovative dental laser technologies and the inventor of the LiteTouch™ and Laser-in-Handpiece technology, announced today it signed an exclusive distribution agreement with *Dental Cremer Brazil*, the major distributor of dental supplies and equipment in Latin America, owned in its majority by Henry Schein, Inc. (NASDAQ: HSIC). Following the great introduction of LiteTouch™ around the globe, this agreement finally brings the most recent dental laser technology also to the Latin America dental market.

Under the terms of the agreement *Dental Cremer*, will sell Light Instruments' laser products, placing special focus on the promotion of LiteTouch™ Er:YAG laser-in-Handpiece, the world's smallest versatile Erbium YAG dental laser for both hard and soft tissue dental treatments.

LiteTouch's unique "Laser-in-Handpiece" technology houses the entire laser mechanism within a small sized chamber (12cm long by 2.3cm diameter). The LiteTouch™ is fiber-free (there is no fiber in the delivery mechanism), thus enabling unlimited movement of the swivel, which maneuvers just like a turbine drill. LiteTouch™ and its "Laser-in-Handpiece" technology, gained industrial design awards such as Red Dot and A-Award, and as expected by leading analysts* is making its way to become the dominating technology in the laser all-tissue dental market, now gaining access also to the huge and growing Latin America Dental Equipment Market estimated to reach \$ 902.75 Billion by the end of 2021**.

Dental Cremer (<https://www.dentalcremer.com.br>) is part of Henry Schein's Global Dental business, a Key Global Dental Distributor. Utilizing its multifaceted sales and marketing approach that includes more than 600 dedicated dental sales consultants, as well as product specialists, and direct marketing programs, Dental Cremer is set to boost LiteTouch™ to the forefront of Latin America dental laser market.

"We are delighted to have Dental Cremer join the Light Instruments family," said Eric Ben Mayor, Light Instruments' CEO, "Latin America is a the third largest dental market in the world, with hundreds of thousands dentists. We look forward to working closely with Dental Cremer and Henry Schein, companies with a strong sales team and superb reputation among international dentists. This collaboration marks an excellent opportunity to broaden the LiteTouch™ world customer base, and further implement the company's vision for the future of laser dentistry; helping dentists around the globe to provide better dentistry to their patients".

Mr. Paulo Batista, the Chief Executive Officer of Dental Cremer, commented, "Dental Cremer is pleased to partner with Light Instruments. We believe that Light Instruments' LiteTouch™ including the "Laser-in-Handpiece" technology is a matchless advanced product; its addition to our portfolio brings about Henry Schein steadfast commitment to serving the needs of dental practitioners and the patients they serve throughout the world for more than eight decades." Mr. Batista added: "Partnering with Light Instruments is a key factor to refresh and boost Henry Schein challenge during the past years, in the world of laser dentistry. We are honored to announce that we will partner up with Prof. Aldo Brugnera Junior, one of the global leading authorities in the field of Laser Oral Applications, to introduce the Latin American community to the Laser Benefits in Dentistry".



About Light Instruments Ltd

Light Instruments Ltd. is an Israel-based company that has made its name as an innovator in the dental laser field, continually raising the bar with its advanced high-end technologies. In 2007, Light Instruments introduced the revolutionary "Laser-in-Handpiece" technology as part of its flagship LiteTouch™ dental laser, the world's most versatile non-fiber Er:YAG laser device for soft and hard tissue dental treatments.

About Dental Cremer Brazil

Dental Cremer Brazil was the first one stop shop of dentistry in Brazil. It is the largest distributor of dental materials in Latin America. Dental Cremer serves more than 95 thousand professionals throughout the national territory, with a portfolio of 40 thousand items for all specialties. The purchases can be made 24/7 telephonically at Tel: 0800 727 7565 or online at dentalcremer.com.br.

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** i-Data 2013 Laser Dentistry market report
**Market Data Forecast