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FOR IMMEDIATE RELEASE

WISCONSIN GROUP DENTAL PRACTICE TO CHANGE NAME
Clearer Identity for Area Patients
New Year, New Name, Same Friendly Faces

One of the state's largest group dental practices announces a name change. Although operating as a single group practice, the 23 dental clinics were well-known to Wisconsin residents under the names Northpark Dental Group, Northpoint Dental Group, Family Care Dental Center, Hales Corners Dental Center, Brookfield Dental Center, West Allis Dental Group and Waukesha Dental Center. As of March 1, 2005, all locations will operate under the name **ForwardDental**.

The name **ForwardDental** was selected for a variety of reasons. With 23 locations across Wisconsin, using the state's motto reflects the size, scope and vision of the group. As a group dental practice, ForwardDental is able to provide comprehensive general and specialty dental care for all ages in multiple sites convenient to the majority of residents in the state. Many locations offer specialty dental services including pediatric dentistry, cosmetic dentistry, as well as orthodontic, periodontic and endodontic services. ForwardDental is nationally recognized for quality, having maintained accreditation through the Accreditation Association of Ambulatory Health Care (AAAHC) and maintains the highest standards of service. Each practice is community based and enjoys a special relationship with the residents and businesses of the areas they serve. The name has changed, but the friendly staff and quality dental care remain the same.

The doctors and staff at ForwardDental are excited to introduce the new name to the public. Wisconsin residents can look for new signs, open houses and announcements in the near future.

For additional information on ForwardDental contact Laurie Schmidt, Director of Community Relations at 414-357-2040 Ext. 112.

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