



National Distribution & Contracting, Inc.

For Immediate Release

NDC Announces New Quarterly Dental Publication

Nashville, TN - November 2, 2006 – National Distribution & Contracting, Inc. (NDC) announces the availability of a new quarterly dental publication, *In The Know*. *In The Know* is directed at dental practice professionals and provides a link between them and their dental product suppliers.

The first issue of *In The Know*, focusing on infection control, launched in July 2006 and was made available to dental distributor members from United Dental Dealers (UDD) and American Dental Cooperative (ADC). The current issue (4Q 2006) has features on practice productivity is available now from select dental distributors. Esthetics and restoratives will be highlighted in the January 2007 issue.

Dental professionals receiving *In The Know* from their local dental dealer have access to articles and editorial content about new products, procedures and techniques for the dental practice plus exclusive promotional offers. The full-color *In The Know* magazine offers independent dental distributors an opportunity to brand the publication and customize content. This ability allows distributors to include information best suited for the dental professionals in their market area and to use the publication as a communication tool to their dental practice customers. Lori Paulson, managing director of ADC and UDD states, "This publication offers value-added for our members to their customers."

For information on how to advertise in *In The Know* or to find the dental dealer in your area circulating the publication, contact Lori Paulson at 615-366-3230 x1310 or lpaulson@gotoadc.com.

About National Distribution and Contracting, Inc.

NDC, Inc. is the parent corporation of ABCO, ADC, CIDA, StarLine and UDD. NDC represents over 274 distributors, the largest organization of independent medical, surgical, dental and laboratory supply distributors in the United States. NDC provides a unique collection of business services including master distribution and logistics on behalf of distributors and manufacturers serving healthcare providers throughout the United States, Canada, Puerto Rico and parts of Central America.

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