

Media release



Jim Frontero appointed Head of Straumann USA

Andover/Basel, 27 October 2006: Straumann, a global leader in implant dentistry and oral tissue regeneration, has appointed Jim Frontero as CEO and President of Straumann USA, LLC. Mr Frontero is a highly experienced manager with an impressive track record. His career includes 19 years in sales and marketing in the medical device industry, giving him a thorough understanding of customer requirements and service. These qualities make him ideally suited to lead Straumann's rapidly growing US business into the next stage of its development.

Prior to joining Straumann in 2005, Jim Frontero spent 15 years at Boston Scientific Corporation, the world's largest medical device company dedicated to less-invasive medicine. There, he took on increasing responsibilities in sales management - first in the Peripheral Vascular Division, then in the Oncology Division, and finally in the Endoscopy Division, where he became Director, Global Marketing & US Sales. During his time at Boston Scientific he also completed an Executive MBA program from Boston University. He began his career at SmithKline Beecham, after graduating from Cornell University with a Bachelor of Science degree.

This is an exciting time for implant dentistry and oral tissue regeneration in the USA, as the demand for tooth replacement and periodontal rescue increases strongly. It is also exciting for Straumann, as the company offers breakthrough technologies like SLActive - the third generation hydrophilic implant surface - and Straumann BoneCeramic, a fully synthetic bone-graft substitute for supporting implant procedures in patients who do not have sufficient bone. In its third quarter sales report published yesterday, Straumann highlighted some of the exciting new research results on SLActive and presented an overview of its pipeline of promising projects aimed at bringing significant further improvements to the standard of patient care in implant dentistry and oral tissue regeneration (please see www.straumann.com for further details).