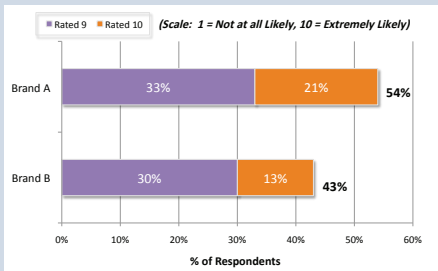


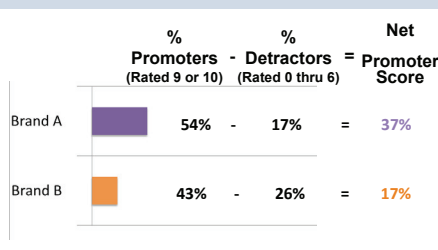
Value Proposition

The effectiveness of this report lies in the data captured from hundreds of U.S. dentists and hygienists. The report provides robust, quantitative, and statistically valid data with end-user reported brand health measurements. This allows companies to build solid business strategies and tactics from accurate information collected directly from the customer.

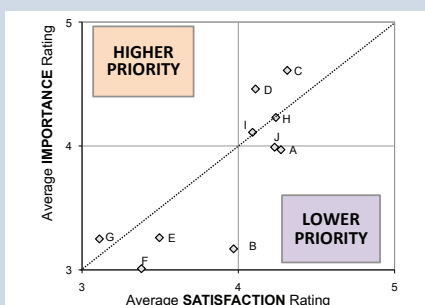
Primary Brand Likelihood to Recommend



Primary Brand Net Promoter Score



Attribute Gap Analysis



2012 Dental Products Brand Equity & Marketing Assessment Report

Overview:

The Key Group Inc., a leading global healthcare market research firm specializing in primary research, web-centric surveys, and market intelligence is pleased to announce our upcoming 2012 U.S. Dental Products Brand Equity and Marketing Assessment Report. This report captures information on specific brand characteristics of professional dental products that have not traditionally been measured or tracked. This data can be used in conjunction with existing market share information to bring further insight into business tactics and product strategies. The report will cover brand equity and loyalty measurements by key competitors in the top dental products categories, as well as a monitoring of brand health and customer recall of advertising, promotional, and sales activities. It is imperative for companies to make strategic business decisions based on contemporary Voice of Customer (VOC) data. Understanding the perception of your brand with information collected directly from dentists and hygienists is vital in providing a sustainable competitive advantage.

Scheduled Publication Date: January 2012

Methodology:

The information captured in this report will be collected from 500 dentists & hygienists randomly selected across the United States. The respondents will complete a web-based quantitative survey with over one-hundred questions.

Product Categories:

- Cements & Bonding Agents
- Liners/Bases
- Restoratives & Curing Lights
- Ultrasonic Inserts
- Temporary Materials
- Impression Materials
- Whitening – Take Home Kits
- Burs – Carbide/Diamonds
- Preventatives (Prophy Paste/Angles, Varnish)

Data Analysis:

- Primary Brand Used
- Satisfaction with Primary Brand
- Likelihood to Continue Using
- Likelihood to Recommend
- Brand Equity Score
- Net Promoter Score
- Product Attribute Importance
- Product Attribute Satisfaction
- Product Attribute Gap Analysis

Overall Assessments:

- Manufacturer Sales Rep Visit Recall
- Advertisement Recall
- Sales Promotion Activity
- Current Trends (i.e. Online Purchasing, Digital Technologies, etc.)

Key Group Overview:

The Key Group, Inc. was founded with the goal of providing global healthcare businesses with contemporary market research information and actionable insights that management could rely on to develop and implement tactics to achieve their strategic and financial objectives. The Key Group consists of a team of business strategists, marketing executives, market researchers and information technologists. Every member of the management team has a passion for solving business issues and meeting customer research needs. Their success is built around senior leadership with decades of client side global brand or business unit management and market research experience.

For more information: 800-816-5391 or info@keygroupresearch.com

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