

Dental Makeover (Valued up to \$5000)

Terms of Offer:

The winner (the “patient”) of the Gentle Dental “Our Kids World” Makeover will be announced on Gentle Dental’s website at www.ideal dental care.com on or before September 30, 2009. Contestants should check Gentle Dental’s website frequently to identify the winner. The winner will be entitled to receive a comprehensive examination (ADA D0150), Full Series of X-rays (ADA D0120), a comprehensive dental treatment plan and such dental treatment defined by the treating dentist and accepted by the patient with an aggregate value of all such services not to exceed \$5000.00 (based upon Gentle Dental’s standard fees). All dental services shall solely be available and provided by Gentle Dental professionals at Gentle Dental’s offices in Palm Beach, Broward and Dade Counties as listed on our website at www.ideal dental care.com. The winner will be responsible to pay for all services if and to the extent the aggregate fees for the treatment exceed \$5000.00. This offer has no cash value and cannot be applied to outstanding account balances; the winner shall not be entitled to any payment or benefit except for dental services as specifically stated herein. No insurance benefits or other discounts may be combined with this offer. The winner must identify himself or herself to the treating Gentle Dental office/dentist prior to scheduling for treatment. Contestants must be 18 years or older to win. The patient and any other person responsible for payment has a right to refuse to pay, cancel payment or be reimbursed for payment for any other service, examination or treatment which is performed as a result of and within 72 hours of responding to the advertisement for the free, discounted fee or reduced fee service, examination or treatment. All fees quoted by Gentle Dental are minimum fees only. The winner must commence the treatment subject of this offer on or before October 31, 2009 and complete all treatment by December 31, 2009. The winner cannot assign or transfer this offer to any other person under any circumstances and any attempted assignment shall make this void this offer. All of Gentle Dental’s standard terms and conditions of service contained in its patient registrations documentation shall apply.

Orthodontic Braces (Valued up to \$5000)

Terms of offer:

The winner (the “patient”) of the Gentle Dental ‘Our Kids World” Free Orthodontic Braces will be announced on Gentle Dental’s website at www.ideal dental care.com on or before September 30, 2009. Contestants should check Gentle Dental’s website frequently to identify the winner. The winner will be entitled to receive a comprehensive examination (ADA D0150), Full Series of X-rays (ADA D0120), a comprehensive dental treatment plan and such dental treatment defined by the treating dentist and accepted by the patient with an aggregate value of all such services not to exceed \$5000.00 (based upon Gentle Dental’s standard fees). All dental services shall solely be available and provided by Gentle Dental professionals at Gentle Dental’s offices in Palm Beach, Broward and Dade Counties as listed on our website at www.ideal dental care.com. The winner will be responsible to pay for all services if and to the extent the aggregate fees for the treatment exceed \$5000.00. This offer has no cash value and cannot be applied to outstanding account balances; the winner shall not be entitled to any payment or benefit except for dental services as specifically stated herein. No insurance benefits or other discounts may be combined with this offer. The winner must identify himself or herself to the treating Gentle Dental office/dentist prior to scheduling for treatment. Contestants must be 18 years or older to win. The patient and any other person responsible for payment has a right to refuse to pay, cancel payment or be reimbursed for payment for any other service, examination or treatment which is performed as a result of and within 72 hours of responding to the advertisement for the free, discounted fee or reduced fee service, examination or treatment. All fees quoted by Gentle Dental are minimum fees only. The winner must commence orthodontic treatment subject of this offer on or before October 31, 2009. The winner cannot assign or transfer this offer to any other person under any circumstances, except to his or her birth or legally adopted child. All of Gentle Dental’s standard terms and conditions of service contained in its patient registrations documentation shall apply.