



Smile Direct Club Scores Victory Over The New Jersey Dental Association

January 13, 2020

Court Denies Professional Association's Claims Against Teledentistry Pioneer

NASHVILLE, Tenn., Jan. 13, 2020 (GLOBE NEWSWIRE) -- Following the Superior Court of New Jersey's decision on January 10, 2020 granting SmileDirectClub's motion for summary judgment against the New Jersey Dental Association, SmileDirectClub, Inc. (Nasdaq: SDC) issues the following statement:

"We are pleased that the Superior Court of New Jersey granted our motion for summary judgment against the New Jersey Dental Association's sham complaint against SmileDirectClub and concluded that its allegations about our business and the independence of the doctors who use our network are false," said Susan Greenspon Rammelt, SmileDirectClub Chief Legal Officer, EVP of Business Affairs and Corporate Secretary. "This court decision verifies that SmileDirectClub's model is in full compliance with the law, and that SmileDirectClub is not engaged in the corporate practice of dentistry."

The New Jersey Dental Association's January 2019 complaint alleged that SmileDirectClub illegally practiced dentistry in New Jersey through its control over the dentists that choose to utilize SmileDirectClub's marketing and administrative support services and its teledentistry platform and that its marketing practices were in violation of New Jersey law. By granting SmileDirectClub's motion for summary judgement, the court concluded that the allegations were wholly without merit.

About SmileDirectClub

SmileDirectClub, Inc. (Nasdaq: SDC) ("SmileDirectClub"), is the industry pioneer as the first direct-to-consumer medtech platform for transforming smiles. Through our cutting-edge teledentistry technology and vertically integrated model, we are revolutionizing the oral care industry. SmileDirectClub's mission is to democratize access to affordable and convenient care, unleashing the power of a person's smile to positively impact their place in the world. SmileDirectClub was founded by Alex Fenkell and Jordan Katzman in partnership with Camelot Venture Group. Available in the U.S., Canada, Australia, New Zealand, United Kingdom, Ireland, Germany, and Hong Kong, SmileDirectClub is headquartered in Nashville, Tennessee. For more information, visit [SmileDirectClub.com](https://www.smiledirectclub.com).

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