

Press Release – December 2006

Altima Dental Will Have You Saying “I Do”!

Have you ever dreamed of having a grand, luxurious wedding without having to worry about the cost?

Toronto, December 19, 2006 - CTV Television, Altima Dental & other sponsors are giving away a “Fairytale Wedding”, including a bridal gown & tux, a 150-person reception, dinners, flowers, photos, wedding rings and a complete honeymoon package to Jamaica – a grand prize worth over **\$41,500!**

Altima Dental is proud to be the official and only dental sponsor of the “Fairytale Wedding”. Altima is contributing a whitening prize package for the bride, groom, best man & maid of honour – a value of **\$2,400!** The lucky winner will have one year to claim their prize at any Altima Dental Centre of their choice (winners must have a new patient exam at the clinic of their choosing).

From December 2006 to January 2007, customized 30-second commercials will be shown on CTV Television for three weeks, and advertised on the LED billboard at Bloor & Yonge streets in downtown Toronto. The winner will be chosen at Canada’s Bridal Show, held at the Metro Toronto Convention Centre on January 5 - 7, 2007, and announced on Canada AM that week. Canada AM’s “Wedding Week” will showcase many sponsors of the “Fairytale Wedding”, including Altima Dental.

For full contest details, watch CTV Television and visit their website: www.toronto.ctv.ca. Click on the Altima logo to return to Altima Dental’s website: www.altima.ca.

Altima Dental keeps people smiling... happily ever after.

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