

ASX ANNOUNCEMENT

24 January 2008

1300 SMILES Ltd (ASX code: ONT)

Acquisition of Dental Practice in Rockhampton

1300 SMILES Ltd has entered into a contract to acquire a long-established, multi-dentist practice located in the major regional centre of Rockhampton (Queensland).

Rockhampton's economy is built around the major industries of cattle and mining, buttressed by significant operations in fishing, agriculture, and tourism. The city itself has a population of about 60,000 and serves as the commercial centre for the surrounding rural population.

Rockhampton's economy is growing strongly, along with those of many of the other population centres in central and northern Queensland where the company already has a substantial presence. The Rockhampton facility is located about an hour north of the company's existing surgery complex in Gladstone, giving residents of both cities and of the rural centres surrounding them convenient access to 1300 SMILES Ltd services.

This acquisition reflects the company's commitment to expand by acquisition and by establishing new practices in suitable markets. Following the company's numerous acquisitions over the past year, 1300 SMILES Ltd now has an established presence in most of the significant population centres between Cairns and the Gold Coast.

About 1300 SMILES Ltd

OVERVIEW OF THE COMPANY'S BUSINESS

The Company principally provides the use of dental surgeries and practice management and other services to self employed dentists who carry on their own dental practices. The Company provides surgery facilities at multiple locations including Townsville, Cairns, Mackay, Rockhampton, Gladstone, Caloundra, Brisbane and the Gold Coast. The head administrative office is in Townsville.

The services provided by the Company allow dentists to focus on the delivery of dental services rather than on the administrative aspects of carrying on their businesses. The dentists pay fees to the Company for the provision of these services under a Dental Services Agreement with the Company.

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The dentists who use the Company's services range from new graduates to experienced dental professionals. Several dentists who use the Company's services have special interest and experience in such areas as endodontics, oral surgery, and periodontics and cross-refer work to other dentists who use the Company's services.

The Company provides comprehensive services in the areas of marketing, administration, billing and collections, and facilities licensing all participating dentists. The Company also provides all equipment and facilities, and sources all consumable goods using the buying power which derives from such a large group of dental businesses.

FUTURE DEVELOPMENTS

The Company's core objective is to continue to increase profits and shareholder returns whilst providing a rewarding environment for our staff and dentists using our facilities.

The Company aims to achieve a combination of organic growth in its existing locations and the addition of new practice management facilities.

The key drivers of future growth of the Company are:

- Increasing the number of dentists who use the Company's existing facilities;
- Assisting the dentists who use the Company's facilities to increase their turnover;
- Acquiring additional practices in existing and new regions;
- Establishing new practices in existing and new regions.

DENTIST ENQUIRIES

Qualified dentists who wish to know more about joining one of our established facilities or about establishing a new facility are invited to contact Dr. Daryl Holmes, Managing Director, on 07 4721 1238 or on md@1300smiles.com.au.

ENDS