Press Release – For Immediate Release

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Study Shows Early Dental Care Critical to Long-Term Health:
City Kids Dental Opens Lincoln Square Office Exclusively for Children

Chicago, April 11, 2006: Tooth decay, even at a very young age, can have serious repercussions to a child's long-term health. A recent study found a 15.2 % increase in cavities among two- to five-year olds according to the Centers for Disease Control and Prevention (CDC).

Early preventative care is a sound health and economic investment. Many parents avoid taking children to the dentist at a young age to save money, yet studies show that the dental cost for children who have their first dental visit before age one are 40 % lower in the first five years than those who do not see a dentist prior to their first birthday.

To address this need for pediatric dental care, City Kids Dental will open its doors on Tuesday, April 11 as one of the few pediatric dental offices in Chicago. "During the 'first-tooth visit,' I check for proper oral and facial development and assess risk factors for early childhood tooth decay," explains Dr. Mary E. Tierney, DDS, MS, founder of City Kids Dental.

Parents want the best for their children, including dental care. Dr. Tierney, with more than ten years experience as a pediatric dentist, is a compassionate dentist that offers her patients a safe and comfortable environment.

City Kids Dental is a big believer in prevention offering the safest care possible including digital x-rays available exclusively at 11% of dentists in the U.S. City Kids Dental also offers a wide range of comprehensive services including DNA toothprints to record children's individual tooth characteristics like a fingerprint, dental sealants, custom-fit sports mouth guards, fluoride treatments, instruction, gentle cleanings, oral hygiene, white (composite) fillings, hospital dentistry, and emergency care.

City Kids Dental is a dental office geared towards children, giving them a unique experience with a kid-oriented waiting room and exam rooms complete with DVD players. For parents, City Kids Dental provides hassle-free appointments, flexible hours and on-time appointments.

Fun Facts:

- Regular dental visits help kids stay cavity-free.
- 90% of all cavities are preventable.
- A 1996 survey showed that parents are taking children to the dentist too late – a full three years after the pediatric dentist recommendation. The ADA recommends by age one.
- Water fluoridation is still the No. 1 way to prevent tooth decay.
- Most cavities occur in places that sealants could have protected.
- Children with just a single application of sealants on their back teeth had 50% less tooth decay after 15 years than children without sealants.

Pediatric dentists, as opposed to general dentists, are the pediatricians of dentistry and provide both primary and specialized care in children's health and enjoy working with children. They have a three-part approach: prevention and treatment, education and research.

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About Dr. Tierney

Dr. Mary E. Tierney, DDS, MS, earned her B.S. in Biology from the University of Michigan in 1989 and a DDS from Northwestern University School of Dentistry in 1993. Dr. Tierney returned to the University of Michigan and was awarded her MS in Pediatric Dentistry. Dr. Tierney has more than ten years of experience in private practice. She is a dental attending and carries staff privileges at The Children's Memorial Hospital.

About City Kids Dental

City Kids Dental, serving Lincoln Square and its surrounding neighborhoods, is committed to providing high quality compassionate dental care for all children in a pleasant, comfortable, and child-friendly setting. Dr. Tierney and her staff are specifically trained to help all children feel good about seeing the dentist and taking good care of their teeth. More information about City Kids Dental is available at www.CityKidsDental.com or by calling (773) 293-2700.