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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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**Handheld, Affordable Technology That Removes the Guesswork from  
Dental Shade Taking To Be Introduced By X-Rite, Incorporated-  
X-Rite ShadeVision™ System Adds Consistency and Precision to Increase Patient  
Satisfaction**

GRANDVILLE, Michigan, Feb. 23, 2001 -- X-Rite, Incorporated (NASDAQ:XRIT), a leading global provider of technology solutions that measure color, light, and shape, announced today that it is introducing a new technology to revolutionize tooth shade matching. Laboratory technicians and dentists at the February Midwinter Meeting in Chicago will get the first glimpse of the new ShadeVision™ System. X-Rite expects to deliver the product to the market by the summer of 2001.

"X-Rite has a long tradition of providing color quality solutions for a wide range of industries," explains Tom Nyenhuis, Vice President, Sales. "We were able to use our knowledge of the technology of color to offer dentists, laboratories and patients better shade-matching results. This system ushers in an entirely new level of quality for the dental market."

The color experts at X-Rite have taken the guesswork out of many industrial fields where color is critical. Their new ShadeVision™ System is a handheld device that uses precision measurement technologies that respond to light in a similar manner to that of the human eye. The shade-matching instrument is able to accurately identify the shade of the tooth by measuring it in terms of hue, value and chroma, and then describing it numerically.

Currently, dentists and laboratory technicians rely on the subjective interpretation of the human eye, which is affected by variables such as light source and observer's visual acuity. The ShadeVision system incorporates a precise, consistent light source that ensures correct color assessment. Once the images are captured, the ShadeVision system uploads the images to the dentist's personal computer for processing and documenting them in the patient's files. Through an electronic file, disc or printed report of the color map, the accurate shade information is communicated to the laboratory. The laboratory uses this information to prepare and then verify the restoration. The result is a valuable and effective source of communication between the dentist and the laboratory that ensures greater accuracy and increased satisfaction for the dentist, the laboratory and the patient.

"This technology, like all other innovations that have been developed by X-Rite, will provide dentists, laboratories and patients with reliable and accurate results in a convenient, easy-to-use system," continues Nyenhuis. "The ShadeVision system provides dentists with leading edge technological innovation, while providing the quality, hands on relationships that patients demand."

For additional information, about the ShadeVision™ System, visit the website at [www.shadevision.com](http://www.shadevision.com)

X-Rite, Incorporated is a world-leader in producing precision measurement devices, systems, and processes. Many large, multi-national firms use X-Rite's products and services for a variety of applications including corporate branding, medical diagnostics, and image reproduction. Sales and service offices throughout Europe, Asia and the Americas support the Company's North American and European manufacturing, research & development facilities.

For more information, contact X-Rite, Incorporated: 3100 44<sup>th</sup> Street, S.W., Grandville, Mich., 49418, USA; Telephone (616) 534-7663; Fax (616) 534-1466; Website: <http://www.x-rite.com>.

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