

## PREFERRED DENTAL TECHNOLOGIES INC.

### Press Release

B01- 185 Provencher Blvd  
Winnipeg, MB R2H 0G4  
Tel: 204.691.3722  
Email: [info@prefdent.com](mailto:info@prefdent.com)

Date: November 8, 2018

CSE- PDTI  
US OTC: PDTTF

---

### Preferred Dental Technologies Inc. (“Company”) (CSE: PDTI, US OTC: PDTTF): Introduces experienced Sales Representative for CBD Products

With sales efforts for our ‘PDT Wellness’ line of organic, full spectrum, pharmaceutical grade CBD products for the dental office now imminent, Preferred Dental Technologies Inc. is pleased to introduce Mr. Jay Magee, the first of our independent sales representatives.

Our line of product (covered in our October 31<sup>st</sup> News Release

[https://www.prefdent.com/wp-content/uploads/2018/10/PDTI.NR\\_Oct\\_31.2018.pdf](https://www.prefdent.com/wp-content/uploads/2018/10/PDTI.NR_Oct_31.2018.pdf))

is all grown, harvested and manufactured in the US. and will be marketed where permitted following individual state and federal regulations. A non-intoxicating component of industrial hemp, CBD has garnered huge attention as research continues to show its medical potential. When asked about the ‘PDT Wellness’ product launch and the potential role of our CBD products he will be introducing in the dental space Mr. Magee commented:

“It is estimated that 30% of opioid prescriptions are coming out of the dental field. This is of growing concern to the dental professional community, as well as the patients they are treating. A growing body of research is showing that CBD oil has the potential of dramatically reducing the need for strong prescriptions. It also will allow the doctor to offer a product that is totally unique within dental practices. Doctors will be able to address their patients’ health, well-being and anxiety in visiting the dentist by incorporating it into their treatment offerings. It also has the potential to add a new revenue stream to the practices that will be offering this pharmaceutical grade product. Finally, patients will be favorably impressed by the high-quality standards governing the production of our CBD oil - no more hit and miss purchases made from sketchy sources.”

We have taken time and great effort to properly vet our candidates. Given the nature of the dental space and the technical nature of our products, we had high standards we required be met: a strong background in the dental sales space, excellent relations with an existing client base and an ability to easily explain the technical benefits of our product. Our new sales rep meets all these criteria and is excited to be able to promote products as innovative as ours.

Mr. Jay Magee has over two decades sales and marketing experience and has built a broad network of relationships in dental offices while working for such multimillion-dollar companies as Westar, SDS, Pelton & Crane, Marus, DCI, A-dec and DentalEZ. Mr. Magee is a true veteran of the dental industry, having managed production, personnel, purchasing as well as international and domestic sales for these companies. Within this space, Mr. Magee has cultivated a respected presence in dental offices throughout

his territory in the American Southeast, including the States of Georgia, West Virginia and South Carolina.

In addition to the 'PDT Wellness' lineup of CBD products, Mr. Magee has been fully trained in the EAS Series of dental abutment components. Having experienced first hand the dental implant space for years, Mr. Magee has the following to say about how he expects dentists to receive our product:

"I am very excited about the EAS product line. To say that the implant business is highly populated is an understatement, but if doctors will look at this system openly, they will find that it solves problems that other systems simply cannot address in terms of angulation and fixation of the components. Furthermore, the system is unique in its total retrievability. This allows for the doctor and their practice to better address the future hygiene and well-being of the patient, and achieve much longer, healthy and lasting outcomes for that patient. In all the companies that I have worked for and represented in the dental market, I have come to learn that those products that make the dentists life easier, and truly produce better patient treatment outcomes are not only the most successful, but most valued by the dental community writ large. This versatile system, utilizing well established dental technique and incorporating the finest materials available, hits this mark dead-on."

Erik Siegmund, President and CEO stated "Ensuring that the right people are representing PDT in dental offices around the world has been a key goal as our unique Value Plus sales proposition relies on strong customer relations and technical excellence. With these trained individuals hitting the streets we are excited for the next months of progress for the company. Mr. Jay Magee is a valuable addition to our team."

#### About PDTI

Preferred Dental Technologies Inc. (PDTI) has been established to advance development and commercialization of various evolutionary and disruptive technologies in the dental implant industry.

MISSION – INNOVATIVE & PRACTICAL SOLUTIONS FOR THE DENTAL INDUSTRY

Visit: [www.preferredentalimplant.com](http://www.preferredentalimplant.com)

[www.prefdent.com](http://www.prefdent.com)

On behalf of Preferred Dental Technologies Inc.

*Erik Siegmund*

Chief Executive Officer

**Email: [info@prefdent.com](mailto:info@prefdent.com)**

Tel: 204.691.3722

**[www.prefdent.com](http://www.prefdent.com)**

This news release may contain forward-looking information which is not comprised of historical facts. Forward-looking information involves risks, uncertainties and other factors that could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information. Forward-looking information in this news release may include, but is not limited to, the Company's objectives, goals or future plans. Factors that could cause actual results to differ materially from such

forward-looking information include, but are not limited to, those risks set out in the Company's public documents filed on SEDAR. Although the Company believes that the assumptions and factors used in preparing the forward-looking information in this news release are reasonable, undue reliance should not be placed on such information, which only applies as of the date of this news release, and no assurance can be given that such events will occur in the disclosed time frames or at all. The Company disclaims any intention or obligation to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, other than as required by law. Neither The Canadian Securities Exchange nor its Regulations Services Provider (as that term is defined in the policies of The Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.