



Dental Health Products, Inc.

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DHPI means dental supply and equipment!

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Dental Health Products, Inc. Selects DenTrek to Implement and Manage Web-Based Sales Representative Training Program

NEW FRANKEN, WI. April 2010 – Dental Health Products, Inc. is pleased to announce our newly formed partnership with DenTrek, the world's leading web-based dental education network.

Dental Health Products, Inc. announced on February 1, 2010 it has selected DenTrek (the dental division of Learn HealthSci Inc.) to implement online training and to manage a web-based training program for DHPI's sales force of over 75 reps.

DenTrek specializes in online multimedia education with an extensive library of training modules encompassing all disciplines of dentistry. Training modules consist of pre-produced content as well as live interactive web-based seminars. DenTrek has developed a strong foundation in on-line dental education through its flagship website, *DenTrek.com*. DenTrek provides a complete Internet-based training solution for dental corporations seeking to augment their current corporate training strategy.

DHPI continues to strengthen its sales rep training initiatives. "Our company has a track record of supporting dental education and bringing effective programs to our sales team. Our mission is to consistently provide and support initiatives that allow us to have the best and well-trained sales force," said Steve Desautel, DHPI's Vice President, Sales and Marketing. "DenTrek's programs are an ideal fit for our short and long term training goals. Using technology will allow us to expand our reach to deliver consistency and effectiveness to our entire sales force."

"DenTrek offers our sales team convenient online access to dental training material using effective multimedia solutions. Having the ability to track and monitor all training activity on the web is efficient and cost-effective, and allows us to receive training feedback instantly. DenTrek's online multimedia courses feature and accentuate the clinical applications and benefits of leading supplier's products. We look forward to expanding our sales force training using DenTrek's dental expertise and multimedia production capabilities."

DenTrek, a San Diego based company, continues to successfully deliver web-based training solutions to the dental industry. "We are extremely pleased to be given the opportunity to work with a fast growing and upcoming company like Dental Health Products, Inc.," says Philip Klein, DMD, CEO and founder of DenTrek. "We are confident that DHPI's sales force will appreciate the ease of use and conveniences of DenTrek's multimedia web-based learning platform as well as our extensive library of sales rep training modules and look forward to additionally develop proprietary programs for them."