

PREFERRED DENTAL TECHNOLOGIES INC.

Press Release

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PREFERRED DENTAL TECHNOLOGIES INC. ENGAGES INVESTOR RELATIONS MARKETING FIRM, BIG REACH MEDIA, INC. TO RAISE AWARENESS

Preferred Dental Technologies Inc. (“Company”) (CSE: PDTI, US OTC: PDTTF): today announced that it has engaged Big Reach Media, Inc (Big Reach Media or BRM), effective immediately to assist the company with its investor relations activities. BRM will initiate coverage via proprietary marketing initiatives, to positively enhance market awareness using a full suite of investor relations services. The goal is to develop and maintain interest from the investment community and current shareholder base.

In addition, the Company and Big Reach Media plan to investigate the best approach BRM can use in contacting dental professionals and dental publications to promote the Company’s product for sales. Getting coverage of the products while introducing the company to practicing dentists can produce a win-win scenario with the aim to drive future revenues.

Dale Shirley, President at Big Reach Media, commented, “Big Reach Media is pleased to have been chosen to work with a hidden gem like Preferred Dental Technologies. Big Reach Media believes with the strong management team, revolutionary products and massive market size, Preferred Dental has tremendous opportunity to be a huge success story and we are extremely happy to be part of it.”

Erik Siegmund, President of PDTI stated, “We are pleased to have engaged a professional group that shares our vision of future growth and have the infrastructure to execute a comprehensive investor relations program.”

Under the terms of the IR agreement with BRM (the “Agreement”), Preferred Dental Technologies will pay Big Reach Media 400,000 restricted shares for an initial four month period. The Company has also granted 300,000 stock options under the Company’s stock option plan. The options are priced at .15 and expire 2 years from the date of the “Agreement.” All shares will be issued after services are rendered and invoiced. The shares will have a 4 month and a day hold from the date of issuance.

About Big Reach Media, Inc. Big Reach Media, Inc. is an Investor Relations Marketing firm that represents micro-cap to small-cap companies which was founded in 2012 and consists of a group of professionals that have worked with numerous companies over the years to help them achieve their success. Through our network of digital marketing properties we aim to work with

companies that are looking to build awareness and to brand the company and we look to develop liquid markets for the publicly traded shares of these potentially explosive growth opportunities.

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

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On behalf of Preferred Dental Technologies Inc.

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