



PRESS RELEASE

Gothenburg, May 5, 2003

Nobel Biocare to end distribution of Gore Regenerative Products

Nobel Biocare will end distributing the regenerative dental products from W.L.Gore & Associates, Inc., May 31, 2003. Sales of the Gore regenerative products amounts to approximately two percent of Nobel Biocare's total sales.

“Nobel Biocare considers regenerative techniques as an important procedure for some indications of dental implant therapy and the company is involved in several R&D ventures in this area. We are now free to pursue other opportunities in the regenerative field”, says Heliane Canepa, President & CEO of Nobel Biocare.

NOBEL BIO CARE HOLDING AG

For more information please contact:

Thomas Nortoft, VP Business Development, telephone +46 31 81 88 10 or Gunilla Ekholtz, Investor Relations Officer, telephone +46 31 81 88 36.

Nobel Biocare is the world leader in innovative esthetic dental solutions with the brands Brånemark System®, Replace® Select and Procera®.

Nobel Biocare has around 1,300 employees and, in 2002 net sales totaled EUR 311.2 million. The global headquarters are located in Gothenburg, Sweden, while production takes place at four production sites in Sweden and the USA. Nobel Biocare has its own sales organizations in 27 countries.

The shares of the parent company Nobel Biocare Holding AG are listed on both the SWX Swiss Exchange and the Stockholm Stock Exchange.

investor.relations@nobelbiocare.com

www.nobelbiocare.com