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FOR IMMEDIATE RELEASE

**ABSOLTE DENTAL THE LARGEST PROVIDER OF DENTAL CARE IN NEVADA HAS
AGREED TO BE THE TITLE SPONSOR FOR THE POLICE AND FIRE EMERALD SOCIETY
OF NEVADA'S GOLF FOR THE HEROES TOURNAMENT**

Las Vegas, NV – Lt. Paul C. Page, President for the Police and Fire Emerald Society of Nevada, Inc (PFES) announced today that the PFES has garnered Absolute Dental as its title sponsor for its annual Golf For The Heroes Tournament which will be held on Friday September 21, 2007 at The Las Vegas Paiute Golf Resort located at 10325 Nu-Wav Kaiv Blvd., Las Vegas, NV, 89124 with registration starting at noon.

Absolute Dental is the largest and fastest growing provider of dental care in the state of Nevada; currently, Absolute Dental has 11 Las Vegas locations and 4 locations in the Reno area. Absolute Dental has remained the leader in providing convenient, hassle-free access to dental care and has become known as the union dentist since they have made dental care so affordable to the various unions within the state.

The Police and Fire Emerald Society of Nevada Inc. (PFES) is a qualified nonprofit 501C-3 that was established in 2000 by Lt. Page. The PFES is comprised of police officers and firefighters both active and retired from Las Vegas, as well as agencies throughout the United States. The PFES wanted to make a difference after the tragedy of September 11, 2001 and established the PFES Foundation. "We felt that we were obligated to never forget our brothers and sisters that made the ultimate sacrifice on 9/11. Growing up in a family of public servants, including my dad who served as a FDNY firefighter in the same firehouse as the 19 firefighters that perished this day, we knew what had to be done and did it; eventually establishing this foundation", Page stated. Sgt. Noah Grimm, PFES Treasurer and Founding Life Time Member, stated "The men and women of the PFES work hard to provide the best public service to the Las Vegas community and feel that we are obligated to give back to these heroes' families, as well as other worthy causes in our local area.

Dr. Michael Alterman, owner, Absolute Dental, stated, "We are extremely proud of all the men and women in uniform and the sacrifices they make each and every day. We couldn't think of a more worthy cause for Absolute Dental to become involved with. We feel that it is important to remember these heroes and their families. Having the opportunity to treat many of our local public safety members and their families, we know that they exemplify the highest standards of professionalism so it was a good fit for our company."

All proceeds from the Golf for the Heroes will be donated to the Police and Fire Emerald Society Foundation, so please come out on Friday, September 21, 2007 and support a noble cause.

Additional information can be found at www.golffortheheroes.com