PHILIPS SONICARE PARTNERS WITH NATIONAL CHILDREN’S ORAL HEALTH FOUNDATION: AMERICA’S TOOTHFairy® TO BRING BRIGHTER FUTURES TO PROMISING TEENS DURING NATIONAL SMILE MONTH

(Charlotte, NC – May 15, 2012) In celebration of National Smile Month, Philips Sonicare is joining forces with National Children’s Oral Health Foundation: America’s ToothFairy® (NCOHF) to sponsor its Tomorrow’s SMILES® program. Tomorrow’s SMILES® provides comprehensive oral healthcare to at-risk teens to help break the cycle of pediatric dental disease and prepare them for a brighter future.

Throughout 2012, Philips Sonicare and NCOHF will identify ambitious, at-risk teens, and work with dentists across the country to provide pro-bono restorative services. The teens will pay it forward by serving as mentors to younger children in their communities and encourage them to maintain positive oral health habits for a confident and healthy smile.

“We know that the benefits of a healthy smile extend beyond just teeth and gums,” said Leopold Stratenus, marketing director for Philips Oral Healthcare. “In partnership with NCOHF: America’s ToothFairy through Tomorrow’s SMILES®, we can leverage Sonicare’s leadership in oral healthcare to impact people on a whole new level.”

“The Tomorrow’s SMILES® program demonstrates the power of a simple gesture – a smile,” said Fern Ingber, NCOHF President and CEO. “We are excited to partner with Philips Sonicare to provide promising teenagers with the confidence they need to succeed in life by giving them healthy, beautiful smiles, as well as an opportunity to mentor young children on the importance of oral health and maintaining a healthy smile.”

Founded in 2006 in an aggressive response to eliminate pediatric dental disease, National Children’s Oral Health Foundation: America’s ToothFairy provides community programs with the comprehensive resources to deliver educational, preventive, and treatment services to children of the most vulnerable populations. NCOHF has delivered nearly $10 million in direct funding,
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donated dental products and educational resources to its non-profit Affiliate network and community programs throughout North America. The generosity of supporters like Philips Sonicare enables NCOHF Affiliates to reach millions of children with vital oral health services.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people’s lives through meaningful innovation. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

About National Children’s Oral Health Foundation: America’s ToothFairy®

National Children’s Oral Health Foundation: America’s ToothFairy (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating the delivery of comprehensive oral health services and eliminating this preventable disease from future generations. NCOHF: America’s ToothFairy draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of university and community-based dental clinics, health centers, mobile and outreach programs throughout America. For more information about NCOHF: America’s ToothFairy, please visit www.AmericasToothfairy.org.

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