

IMMEDIATE RELEASE

November 8, 2007



Willow Bend Dental Open House Celebrates 21 Years & West Wing Business Expansion



Plano, TX – To celebrate 21st great years, Dr. Ritchie Beougher and Willow Bend Dental want to extend their gratitude with an Open House on Thursday, November 15th at 3001 N. Dallas Parkway, from 5:30-9:30 pm. The festivities include live music, valet parking, catered hors d'oeuvre and refreshments, and tours of the expanded Willow Bend Dental property and new businesses.

“At this Open House we’ll celebrate the hard-working dedication of my Willow Bend Dental team, our new business neighbors, and all of our amazing patients”, comments Dr. Ritchie Beougher.

In 2005, Dr. Beougher transformed the anxious clinical dental visit into hospitality-centered dental experience with the construction of his castle-like building Willow Bend Dental building. At the Open House, Dr. Beougher will show the recently completed 8,000 sq. ft. West Wing remodel that includes a full seminar room for “Nights of Beauty” seminars, a full kitchen, Board meeting room, full spa with masseuse, and several new business, including Life Smiles Portrait Studio, Moon River Ranch Event Showroom, and coming soon, D Cosmetic Surgery with a Board Certified plastic surgeon and full array of surgical and medical cosmetic rejuvenation offerings, as well as an ear, nose, and throat specialty practice.

Recently, Willow Bend Dental, three dental practices in one – general, cosmetic, and children’s dentistry, made National news with the opening of the Nation’s First Ranch Resort Smile Spa at Moon River Ranch located. Dr. Beougher and his staff will meet “Smilelift” patients at the ranch to care for their dental needs, right there in the middle of pure comfort.

For more information about Dr. Ritchie Beougher and Willow Bend Dental call 972-964-5686 or visit www.WillowBendDental.com.

Press contact:

Meg Handlin, Hamilton/Saunderson

T: 207-772-8158

meg@hamiltonsaunderson.com