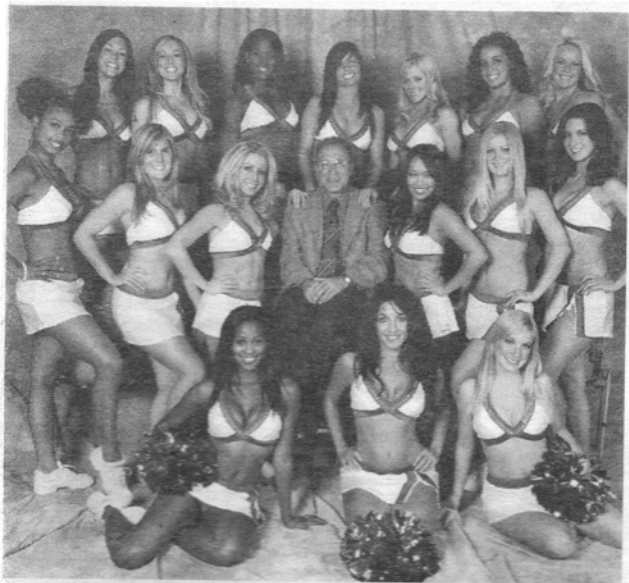


Local Dentist Is 'The Man Behind The Smiles'



Dr. Joseph Capista and the 2005-06 Sixers Dancers

There is hardly a week that goes by when someone doesn't mention the photo of Joseph J. Capista, DDS, surrounded by the 16 beautiful girls who make up the Sixers' Dancers.

"It's not everyday you see your local dentist in a shot like that," joked Dr. Capista. "It certainly made for fun cocktail conversation."

In his role as preferred cosmetic dentist of the Sixers' Dancers, Dr. Capista provides cosmetic dentistry -- including teeth whitening as well as more extensive cosmetic treatments -- to members of the 16-girl dance team.

In exchange, he is permitted to promote his involvement with the Dancers in advertising and public relations. The advertising campaign produced many new patients who were looking for the same bright, beaming smiles they see on the Sixers' Dancers at every game.

The Nov. 1 opening game for the Sixers marked the premiere of an ad campaign for Dr. Capista, entitled "The Man Behind the Smiles," that ran on 610-WIP SportsRadio, the station that broadcasts each Sixers' game. In the commercials, two of the dancers who received extensive cosmetic dental work last season from Dr. Capista praised their new favorite dentist and talked about the difference their new smile has made in their personal and professional life. The campaign also includes print advertising.

The girls are more than happy to do it. For the dancers, it's yet another benefit of being selected for the team.

"Most of the team received teeth whitening but several of the girls have had the opportunity to get a complete smile makeover from Dr. Capista," said Debbie Apalucci, choreographer/director of the Sixers' Dancers. "They are all extremely grateful to Dr. Capista for all his work."

Dr. Capista received his cosmetic training from the Las Vegas Institute for Advanced Dental Studies (LVI), widely considered to be the respected learning center for this type of specialized dentistry. Most of the dentists featured on the popular television makeover programs are LVI-trained dentists, making them the most elite in the country.

Dr. Capista is the senior partner in the Marple-based practice, Williamsburg Dental, and has been practicing in the Delaware County area for more than 30 years. His practice provides a broad range of aesthetic as well as general dentistry, including complete smile makeovers, teeth whitening, porcelain veneers and cosmetic bonding. For more information on the practice, visit the website at www.williamsburg-dental.com.