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Intelident Solutions Proposes to Acquire Zila for \$0.42 per share in Cash

Acquisition Merges Two Leading Dental Companies Dedicated to Advancing Oral Health Through Disease Prevention & Detection

Provides Opportunity for Zila Shareholders to Realize Significantly Greater Value than Current, Competing Offer from TOLMAR Holding, Inc.

TAMPA, FL (July 7, 2009) – Intelident Solutions, Inc. (“Intelident”) today announced that it has submitted a proposal to the Board of Directors of Zila, Inc. (NasdaqCM: ZILA) to acquire all of the common stock of Zila for \$0.42 per share, and the preferred stock for \$0.48 per share, or a total of approximately \$4.4 million.

The proposal represents a premium for common stockholders of more than \$418,000, or 10.5%, over the agreement with TOLMAR Holding, Inc. (“Tolmar”), and a premium of 31.3% over Zila’s closing common stock price on June 24, 2009. The proposal would also include the purchase of the preferred shares of Zila at a premium of 9.1% over Tolmar’s proposal.

“The proposed transaction will create a major dental company in the United States, combining Intelident’s leadership in dental practice management with Zila’s strength and experience in the prevention, detection, and treatment of oral cancer and periodontal disease,” said Intelident CEO Thomas Marler. “This partnership will allow us to introduce a number of new and innovative products while accelerating the growth of the combined enterprise.”

Marler continued, “The proposed transaction allows Zila’s employees to join a company that is dedicated to advancements in oral care and disease prevention and has a well established reputation in the industry. As one of Zila’s largest customers with a unique position as one of the largest dental practice management companies in the United States, we believe we can bring substantial strategic and tactical insight to expanding the sales of Zila’s core product lines.”

Intelident anticipates the transaction will close in September if its proposal is accepted.

About Intelident Solutions, Inc.

Intelident Solutions is a privately-held company dedicated to advancing the practice of dentistry through innovation and technology. It is the parent company of several dentistry-related enterprises. The company is headquartered in Tampa, Florida.

(more)



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Important Information

This press release does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. This press release relates to a business combination transaction with Zila proposed by Intelident, which may become the subject of a registration statement filed with the Securities and Exchange Commission (the "SEC"). This material is not a substitute for the prospectus/proxy statement Intelident would file with the SEC regarding the proposed transaction if such a negotiated transaction with Zila is reached or for any other document which Intelident may file with the SEC and send to Zila stockholders in connection with the proposed transaction. INVESTORS AND SECURITY HOLDERS OF ZILA ARE URGED TO READ ANY SUCH DOCUMENTS FILED WITH THE SEC CAREFULLY IN THEIR ENTIRETY IF AND WHEN THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Such documents would be available free of charge through the web site maintained by the SEC at www.sec.gov, by calling the SEC at telephone number 800-SEC-0330.

All information in this press release concerning Zila, including its business, operations and financial results, was obtained from public sources. While Intelident has no knowledge that any such information is inaccurate or incomplete, Intelident has not had the opportunity to verify any of that information.

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