



# NEWS RELEASE

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## **GOVERNOR LEE, COMMISSIONER ROLFE ANNOUNCE SMILE DIRECT CLUB TO CREATE MORE THAN 2,000 NEW JOBS IN MIDDLE TENNESSEE**

- *SmileDirectClub will invest \$217 million to expand Middle Tennessee presence*
- *Project represents 2,010 new jobs*
- *Second expansion in Nashville in two years*
- *Company currently employs more than 1,600 people in the Nashville area*

**NASHVILLE, Tenn.** – Tennessee Gov. Bill Lee, Department of Economic and Community Development Commissioner Bob Rolfe and SmileDirectClub officials announced today the company will invest \$217 million to expand its headquarters and facilities in Middle Tennessee.

SmileDirectClub, the market leader and pioneer of doctor-directed, remote invisible aligner therapy, will create 2,010 new jobs in Nashville and Antioch over the next five years.

This is SmileDirectClub's second expansion in Middle Tennessee in two years. In February 2017, the company announced a \$4.5 million expansion across two Davidson County locations, which supported the creation of nearly 450 new jobs. Currently, SmileDirectClub employs more than 1,600 people in the Nashville area.

SmileDirectClub provides an affordable option to those searching for access to a straighter, more confident smile for much less than traditional treatment methods, and without having to visit the orthodontist's or dentist's office.

Founded in 2014, SmileDirectClub employs more than 4,300 people and has helped over 500,000 customers around the world achieve their best smile. Utilizing its teledentistry platform, SmileDirectClub connects customers with a duly licensed dentist or orthodontist in their state who remotely creates a personalized SmilePlan and continually monitors their progress.

With an average treatment length of six months, SmileDirectClub straightens smiles for 60 percent less and three times faster than traditional braces.

Those interested in applying for an open position may visit [smiledirectclub.com/careers/](http://smiledirectclub.com/careers/).



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## QUOTES

"Companies continue to put down roots in Tennessee because of our talented workforce and business-friendly environment. SmileDirectClub brings high-skill technical jobs to Middle Tennessee and this also speaks to our thriving healthcare and medical device industry." – **Gov. Bill Lee**

"Our department is tasked to recruit companies to Tennessee and create a business-friendly environment to support their growth and success. Seventy percent of Tennessee jobs are created by companies that already call our state home, so we are tremendously appreciative of companies like SmileDirectClub that continue to invest and grow here. These 2,000 new high-quality, family-wage jobs will have a substantial impact on the region for years to come." – **TNECD Commissioner Bob Rolfe**

"We are honored to be located in a state that believes in our mission and is helping to support our growing business. SmileDirectClub is proud to be an active member of the greater Nashville community and we're eager to continue to grow and make strides in innovation here in Tennessee." – **Alex Fenkell, co-founder of SmileDirectClub**

"We're excited to be here to bring a dynamic, exciting business to Tennessee -- one that's growing exponentially and rooted in a great culture that values every individual and gives each team member a chance to learn to grow. The partnership will enable us to enhance the opportunities in a bigger and better way." – **Cheryl DeSantis, chief people officer at SmileDirectClub**

"Nashville has been a wonderful location to grow our business over the past several years, and we are incredibly grateful for the partnership and recognition from the governor, commissioner, and the Department of Economic and Community Development. We look forward to continuing to expand our team and business in the years to come as a result of this project." – **Kyle Wailes, chief financial officer at SmileDirectClub**

"SmileDirectClub is a tremendous home-grown success story and evidence of the creative economy in Nashville. The company's additional investment and related job creation are testaments to our city's vibrancy. I am particularly excited about the SmileDirectClub's proposed growth in Antioch, a part of our city with enormous potential for all kinds of businesses." – **Nashville Mayor David Briley**

"TVA and Nashville Electric Service congratulate SmileDirectClub on its decision to expand in Nashville and create new job opportunities. Helping to facilitate new job creation, from innovative companies like SmileDirectClub, is part of TVA's mission of service and we are proud to partner with the Tennessee Department of Economic and



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Community Development, Metropolitan Government of Nashville and Davidson County, and Nashville Area Chamber of Commerce to help further that mission.” – **John Bradley, senior vice president of Economic Development, Tennessee Valley Authority**

“We are excited for SmileDirectClub bringing 2010 new jobs to Nashville representing a \$217 million investment to the downtown area and surrounding communities. I am thankful SmileDirectClub chose Nashville. Companies like this benefit the entire state of Tennessee increasing the quality of living and life of all Tennesseans.” – **Sen. Brenda Gilmore (D – Nashville)**

“I’m very pleased that SmileDirectClub has decided to expand and create over 2,000 new jobs in downtown Nashville. We are a vibrant, diverse, educated, and growing city. It makes sense they would choose to expand here in order to benefit from all the advantages Nashville has to offer.” – **Rep. Bill Beck (D-Nashville)**

## **About SmileDirectClub**

SmileDirectClub was founded on a simple belief: Everyone deserves a smile they love. Recognizing an opportunity to increase access to dental care, the company pioneered the creation of cutting-edge platforms and technology for doctor-directed, remote invisible aligner therapy. With a digital network of more than 240 affiliated licensed dentists and orthodontists overseeing customer treatment, from impressions made with an at-home kit or from a scan taken at one of the 200+ SmileShops across the United States and Canada through the end of the customer’s treatment, SmileDirectClub has made orthodontic solutions more affordable and convenient than ever before. SmileDirectClub was founded in 2014 by Alex Fenkell and Jordan Katzman in partnership with Camelot Venture Group, whose portfolio companies include 1-800 CONTACTS and Quicken Loans, and is based in Nashville, Tennessee. For more information, visit [SmileDirectClub.com](http://SmileDirectClub.com).

## **About the Tennessee Department of Economic and Community Development**

The Tennessee Department of Economic and Community Development’s mission is to develop strategies that help make Tennessee the No. 1 location in the Southeast for high quality jobs. To grow and strengthen Tennessee, the department seeks to attract new corporate investment to the state and works with Tennessee companies to facilitate expansion and economic growth. Find us on the web: [tnecd.com](http://tnecd.com). Follow us on [Twitter](#) and [Instagram](#): @tnecd. Like us on Facebook: [facebook.com/tnecd](http://facebook.com/tnecd).

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