



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Digital Dental Leaders Honored as December Business Spotlight

Menifee, CA – As part of its ongoing [Business Spotlight Program](#), the City of Menifee's Economic Development Department recognized [Digital Dental Leaders](#) as the Business Spotlight for the month of December. The company is led by cofounders, Eric True and Ben Bixby and was founded in 2015. The duo were also finalists at the recent [Spirit of the Entrepreneur awards ceremony](#) in November, where 38 regional entrepreneurs were selected from a pool of more than 220 nominees for the coveted award.

An all-digital dental laboratory, the company was built on the concept of using emerging technology to improve efficiency in the dental design and manufacturing process. Currently, the company is in the process of exploring expansion plans in Menifee, which would allow them to significantly increase the production of their growing company.

"As directed by our recently completed Comprehensive Economic Development Strategy, advanced manufacturing is a targeted industry for Menifee and for the region" said Economic Development Director, Gina Gonzalez. "We are proud to be home to Digital Dental Leaders, an advanced manufacturer, as we are dedicated to helping cultivate continued growth in our business community and diversifying our local economy."

The City of Menifee's [Business Spotlight program](#) is a FREE business recognition program designed to create awareness about the variety of local businesses and their contributions to the Menifee community and region. Featured businesses are recognized at a City Council meeting and highlighted on [MenifeeBusiness.com](#). Additionally, businesses are awarded a 30-second professional video production created by the Department of Economic Development that will be showcased on the City's website, social media platforms, and given to the business with rights to use as needed to promote their business.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 94,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California's premiere attractions and employment centers. Within its 50 square miles, Menifee's business, retail and entertainment outlets are starting to shape the community's character and this growing economic base is also contributing favorably to the city's strong financial position. Menifee's growing family-oriented population values the city's ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city's strategic vision to make Menifee one of the state's most promising new cities.*