

R H I N O M E D

RHINOMED APPOINTS TURBINE DISTRIBUTOR IN ISRAEL

- **Appointment of Israeli distributor for the Turbine® technology range**
- **Targeting growing numbers of Israeli cycling and triathlon participants**
- **Accessing over 450 independent bike retailers across Israel**

Melbourne, Australia. August 21, 2014: Melbourne technology firm, Rhinomed (ASX:RNO) is delighted to appoint Australian based EI Trading and its Israeli subsidiary AirActive as its inaugural distribution partner in Israel.

The deal seeks to introduce the Turbine® range of technologies into the Israeli cycling and triathlon community and place the Turbine into over 450 Israeli cycling retailers.

“We are excited to partner with Rhinomed and look forward to launching the Turbine® brand into Israel,” said Edi Idelman, Managing Director of EI Trading, parent company of Israel based Air Active.

“Rhinomed has always been very clear about our focus on producing leading technologies and launching these into the international marketplace. We are really pleased to be partnering with Edi and his team. As a committed triathlete, Edi understands the benefits of the technology and has a clear understanding of the Israeli marketplace,” said Michael Johnson, CEO of Rhinomed.

Air Active has a strong relationship with the Israeli Pharmacy sector and will be utilising this network, alongside its partnership with leading bike retailers to grow the presence of the Turbine range in Israel.

“Having a distributor with strong links into pharmacy retailers puts in place the foundations for extending the agreement to our sleep/snoring range of products which we are on track to launch later this year. We are constantly looking at how we build long-term relationships that will support our global growth strategy for the full range of technologies,” Mr Johnson said.

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About Rhinomed Limited (ASX:RNO)

Rhinomed Limited is a Melbourne based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is seeking to monetise applications of its BreatheAssist technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to: <http://www.rhinomed.com.au>

About the Turbine®

If you have ever been out of breath, the solution is right under your nose. The Turbine® is a revolutionary product, which utilises the BreatheAssist technology to assist athletes to deal with shortness of breath experienced during aerobic exercise. The Turbine can deliver athletes on average a 38% increase in airflow through the nasal passages. The Turbine product range has been designed for both professional and amateur athletes participating in sports and fitness activities ranging from triathlon, cycling, running and non-impact sports to elite training environments and general workout activities.

International Distribution Enquiries

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<https://www.rhinomed.com.au/customer/account/create/type/wholesale/>