

# R H I N O M E D

## TURBINE INTERBIKE UPDATE

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- Turbine introduced to global cycling and triathlon retail sector at Interbike 2014 in Las Vegas, USA
- Over 20,000 retail and wholesale attendees
- Rhinomed in process of securing multiple distribution deals across multiple geographies

### **Melbourne, Australia. September 16<sup>th</sup>, 2014:**

Rhinomed (ASX:RNO) is pleased to announce it successfully exhibited the Turbine at the 2014 Interbike expo in Las Vegas, Nevada.

Interbike is one of the world's premier cycling and triathlon expos and provides access to major wholesalers, distributors and retailers from the Americas, Asia and Europe. Rhinomed exhibited the Turbine at a two day out door demonstration expo at Bootleg Canyon, Boulder City, Nevada and then at the three day Indoor Interbike expo in Las Vegas, Nevada. More information about the expo can be found at [www.interbike.com](http://www.interbike.com)

"Interbike was an extraordinary opportunity to showcase the Turbine to the retail market. To expose buyers from around the world to the Turbine during the demo day when retailers, wholesales and distributors could experience the Turbine while riding, and then again during the expo. The level of interest in the Turbine, globally, was fantastic", said Michael Johnson CEO.

Having introduced the Turbine and communicated the features and benefits of this revolutionary technology the company is now actively negotiating with a number of distributors to have the Turbine distributed across multiple geographies. The company will announce these as negotiations are completed.

"Interbike has placed Rhinomed and the Turbine on the global agenda for sporting goods retailers, wholesalers and distributors. The last 18 months have been transformational for the company. We have set in place an exciting growth trajectory that will be underpinned by distribution agreements from partners right around the world," said Johnson

"With the world's elite sports people, like Team Sky's Chris Froome wearing the Turbine, and growing global awareness, our sport business unit is primed for an exciting FY15."

### **Media Enquiries**

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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/>