

# R H I N O M E D

## RHINOMED SECURES DISTRIBUTION FOR TURBINE IN MALAYSIA, SINGAPORE AND INDONESIA

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- **Indonesian based PT. Indovelo Mitra Abadi appointed Distributor for the Turbine®**
- **Wholesale distribution into the Singaporean, Malaysian and Indonesian cycling and triathlon retail market**
- **PT. Indovelo Mitra Abadi to meet growing demand from southeast Asian cycling and triathlon enthusiasts**

### **Melbourne, Australia. October 8th, 2014:**

Rhinomed (ASX:RNO) is pleased to announce it has entered into a distribution agreement with Indovelo, an Indonesian based sporting goods wholesaler - to distribute the Turbine® range of technologies into the Malaysian, Indonesian and Singaporean cycling and triathlete markets.

The deal sees PT. Indovelo Mitra Abadi appointed as the wholesale distributor for the Singaporean, Indonesian and Malaysian sporting goods and retail cycling market. PT. Indovelo Mitra Abadi also owns and operates the largest cycling retail website in Indonesia, this two pronged approach will aid local marketing efforts as the Turbine® will be promoted to their large database of consumers.

“The South East Asian cycling and triathlon markets are growing at a rapid rate. It was vitally important that we not only access these markets, but do so with a proven partner. We are very pleased to be partnering with PT. Indovelo Mitra Abadi who have built a great presence in this exciting and growing market.” said Michael Johnson, CEO of Rhinomed.

“Our Asian presence is continuing to grow and we look forward to cementing our footprint in this increasingly important part of the world. We met PT. Indovelo Mitra Abadi at the Interbike Exhibition and the partnership allows us to drive our growth into these markets with a company that knows the market backwards and will help us grow the brand within a community of growing and committed enthusiasts.” said VP Global Sales Matt Hurlé.

PT. Indovelo Mitra Abadi will start wholesale distribution of the Turbine® across Malaysia, Indonesia, and Singapore immediately. The terms of the distribution deal remain confidential.

### **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/>