

# R H I N O M E D

## RHINOMED SECURES SOUTH AFRICAN DISTRIBUTION FOR TURBINE

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- **MCM Solutions appointed Distributor for the Turbine® in South Africa**
- **Wholesale distribution into South African cycling and triathlon retail market**
- **Premier distributor of leading performance brands in growing market**

### **Melbourne, Australia. October 27th, 2014:**

Rhinomed (ASX:RNO) is pleased to announce it has entered into a distribution agreement with MCM Solutions – a South African sporting and sports performance goods wholesaler - to distribute the Turbine® range of technologies into the South African cycling and triathlon retail sector.

The deal sees MCM Solutions appointed as the South African wholesale distributor for the South African sporting goods and retail cycling market.

“We are very pleased to be partnering with MCM in South Africa. MCM have a great appreciation of their market and how the Turbine can make a real impact. It was great to meet Marc Smith and his team at Interbike and get a clear understanding of the nature of this significant market” said Michael Johnson, CEO of Rhinomed.

“The South African cycling and Triathlon markets are extraordinarily vibrant. Cycling is one of the fastest growing sports in South Africa so the timing of this relationship could not be better. MCM have done an extraordinary job building the GU Energy business in South Africa and have a strong history of driving growth in this important market”, said VP Global Sales Matt Hurle.”

MCM will start wholesale distributing the Turbine® immediately across South Africa. The terms of the distribution deal remain confidential.

### **Media Enquiries**

Michael Johnson, CEO & Director

+61 (03) 8416 0900

[mjohnson@rhinomed.com.au](mailto:mjohnson@rhinomed.com.au)

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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

Tel: +61 3 8416 0900

E: [info@rhinomed.com.au](mailto:info@rhinomed.com.au)

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