

# R H I N O M E D

## RHINOMED RELEASES MUTE™ TECHNOLOGY ON WWW.MUTESNORING.COM

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- **MUTE™ technology cleared for sale following successful registration with US FDA, Australian TGA and permission to use CE Mark in Europe.**
- **www.mutesnoring.com released today**
- **Mute™ shipped in starter pack and three sizes**
- **Mute™ priced from \$12.95 for starter pack, \$29.95 for refill pack**
- **www.mutesnoring.com accompanied by media and promotional campaign**

### **Melbourne, Australia. December 8, 2014.**

Melbourne bio-technology firm, Rhinomed (ASX:RNO) is pleased to announce the release of its newest device from its nasal respiratory technology stable of products, Mute™, a nasal breathing aid to alleviate snoring and improve sleep quality.

Mute™ was successfully registered last week with the US FDA, Australian TGA and given permission to use the CE Mark from the European authority. As a result Rhinomed has fast tracked the online release of the technology, which can now be purchased directly from the company at [www.mutesnoring.com](http://www.mutesnoring.com).

In a recent independently conducted trial (results previously announced December 2, 2014), Mute™ achieved the primary endpoints – significant reduction in snoring severity, volume, frequency and duration. The trial (n=236) results exceeded in pre-specified criteria showing clear improvement in reported sleep quality for both the snorer and partner.

Given the prevalence of snoring in Australia and around the world, Rhinomed has commenced dialogue with pharmacy and specialty grocery groups to stock Mute in 2015, ensuring this breakthrough product will be readily available to anyone who needs to breathe more and snore less.

Rhinomed CEO Michael Johnson commented, “We will commence the test marketing of Mute™ in Australia now by rolling out our online program before extending into the pharmacy retail sector. Our trial results clearly show Mute™ has a clear benefit for those who snore or suffer from night - time nasal congestion. Mute™ can clearly improve the sleep quality of both the snorer and their partner and with Christmas fast approaching, Mute™ can give Australian couples the silent night they crave. We are thrilled to be able to start shipping Mute™ from today.”

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The company's promotion campaign will commence with radio advertising in Melbourne before Christmas and will be followed by a PR, social media and targeted sampling campaign which will include a presence in the January edition of Women's Weekly.

**Mute™** can be ordered online at [www.mutesnoring.com](http://www.mutesnoring.com)

## Media Enquiries

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## About Rhinomed Limited (ASX:RNO)

Rhinomed Limited is a medical 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 Mute

Snoring disrupts the sleep quality and the lives of millions of people worldwide.

Mute has been designed to give snoring the silent treatment. Mute is a unique nasal respiratory technology that will help you to breathe more and snore less. Mute is easy to use and discreet. It has been designed to fit the anatomy of your nose and to gently expand each nostril giving you more air. Made from ultra-soft, medically approved polymer materials, Mute increases the volume of air travelling through the nose during sleep, preventing congestion and encouraging nasal breathing – factors critical to a reduction in snoring and a better quality of sleep. For more information visit [www.mutesnoring.com](http://www.mutesnoring.com)