

## **UK PHARMACY DISTRIBUTION SECURED FOR MUTE**

- **Mute to go on sale in UK pharmacies from late October 2015**
- **First step in global pharmacy distribution strategy**
- **Global sleep assistance market estimated at over US\$32 billion**

**August 21st, 2015. Melbourne, Australia.**

Australian respiratory technology company Rhinomed Ltd (ASX:RNO), is pleased to announce its Mute snoring and sleep technology will be available on pharmacy shelves in the United Kingdom from late October 2015.

Mute is Rhinomed's over the counter snoring/sleep quality product which has been shown in trials (n=236) carried out in late 2014 to reduce snoring in 75% of participants. It is a discrete device that gently opens the nostrils to improve breathing capacity and reduce snoring. Mute is registered with the USFDA, Australian TGA and European Authority (CE Mark).

"Getting Mute into pharmacies in the UK is an important step for Rhinomed as we seek to expand our global pharmacy distribution footprint. A recent omnibus survey identified that 75% of Britons snore and 30% snore almost every night. Ensuring British snorers can purchase Mute through the high street pharmacy channel is critically important and a significant milestone achievement for the company", said CEO Michael Johnson.

According to IMS Health global spending on sleep related products has increased 8.8% annually since 2008 with the market reaching USD32 billion annually in 2012.

The Mute technology will be sold exclusively in the United Kingdom by Boots UK, the leading pharmacy-led health and beauty retailer.. Full terms, including pricing and minimum order sizes remain confidential. The exclusive distribution deal supersedes previous UK distribution deals for Mute.

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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 technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to [www.rhinomed.global](http://www.rhinomed.global)

### **About Boots UK**

Boots UK (boots.com), the UK's leading pharmacy-led health and beauty retailer, is part of the Retail Pharmacy International Division of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), the first global pharmacy-led, health and wellbeing enterprise. With 2,511\* stores in the UK, Boots UK is committed to providing exceptional customer and patient care, be the first choice for pharmacy and healthcare and offer innovative 'only at Boots' exclusive products such as the UK's leading skincare brand No7, all delivered with the great value customers love. Created over 165 years ago, the Boots brand is still at the heart of the communities it serves.

\*As at 31 May 2015 excluding equity method investments

# RHINOMED

MAKE EVERY BREATH COUNT

## About the Mute™

Mute™ is a unique nasal respiratory technology that has been found reduce the volume and frequency of snoring in 75% of users. Mute is easy to use, drug free and fits discreetly inside the nose. Designed to give snoring the silent treatment and made from ultra-soft polymers, Mute gently expands each nostril to increase the volume of air in each breath. By doing so, Mute encourages nasal breathing and reduces the need to open the mouth during sleep, factors critical to a reduction in snoring and better sleep quality. For more information or to purchase online, visit [www.mutesnoring.com](http://www.mutesnoring.com)