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ASX Release

***GAMEDAY ENTERS INTO EXCLUSIVE PARTNERSHIP AGREEMENT  
WITH THE SOUTHERN FOOTBALL NETBALL LEAGUE (SFNL)***

- Strategy to establish partnerships with grassroots sporting associations on track
- Exclusive mouthguard provider to Southern Football Netball League
- Agreement allows Gameday to market custom-made mouthguards to approximately 4,000 senior players
- Potential access to over 10,000 junior players

Mount Magnet South Limited (ASX: MUM) (the Company) to be renamed 'Impression Healthcare' is pleased to provide an update on progress with activities focused on building Gameday's brand and market presence.

Gameday's strategy is to build strong connections with the millions of Australians who are playing sports where it is advisable or appropriate to wear a mouthguard by establishing partnerships and agreements with grassroots sporting associations. Gameday has commenced implementation of its strategy by entering into an exclusive partnership agreement with the Southern Football Netball League ("SFNL"). The two-year agreement sees Gameday become the exclusive mouthguard partner to the SFNL, which is comprised of 34 senior sporting clubs. The agreement allows Gameday to market its custom-made mouthguards to approximately 4,000 senior players and potential to gain access to over 10,000 junior players registered with sporting clubs affiliated with SFNL clubs.

The CEO of Mount Magnet South, Matt Weston, has worked within the business and sporting industry for over 20 years throughout Australia and Asia, building profitable and sustainable businesses in the sporting sector. Commenting on the SFNL agreement, Matt Weston said, "We are delighted to announce the exclusive partnership agreement with the Southern Football Netball League. This represents the first step in Gameday's strategy of building mutually beneficial partnerships with local sporting associations and groups right around Australia. I am pleased with progress that Gameday has made in the last few weeks in several states."

"These agreements and partnerships are significant in building market share and amplifying Gameday Mouthguard's strong value proposition," Matt Weston added.

**\*\*\*ENDS\*\*\***

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### **About Impression Healthcare - Gameday International**

Trading as Impression Healthcare the transformed Company will offer Gameday Mouthguards as the first product offering, with additional products planned for market in line with the future business strategy.

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior custom-fit product. For a low cost, consumers will have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer's club or favourite colours and can also include their name and telephone number. [www.gamedaymouthguards.com.au](http://www.gamedaymouthguards.com.au)

Gameday aims to become the pre-eminent operator in the fragmented dental device market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday's mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year) and there are opportunities to sell other products and enter international markets. With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly more protection than over-the-counter brands.