

# RHINOMED INCREASES MUTE US ONLINE PRESENCE. BEGINS SALES INTO US CLINICAL CHANNEL.

## **Highlights**

- Mute to go on sale on www.drugstore.com
- Mute now available on www.1800cpap.com
- Mute now available on www.cpapsupplyusa.com
- MVAP Medical Supplies selling Mute to sleep clinics and clinicians and also on their direct to consumer site www.patientsleepsupplies.com

### JULY 26th, 2016. Melbourne, Australia.

Australian nasal and respiratory technology company Rhinomed (ASX:RNO) is pleased to advise that it is strengthening the presence of its Mute™ technology in the North American market with the addition of www.drugstore.com, www.1800CPAP.com, www.cpapsupplyusa.com and MVAP Medical Supplies as stockists of Mute.

These new supply arrangements broaden the direct to consumer channel. **Drugstore.com** is one of the leading online providers of health, beauty, vision, and pharmacy products in North America and has a rapidly expanding footprint and current customer base of over one million customers. Drugstore.com is a subsidary of the Walgreens Boots Alliance and complements Mute's presence in over 1000 Walgreens and Duane Reade stores across the USA.

In addition, Mute is now being sold into the sleep equipment supply channels through **www.1800cpap.com** and **www.cpapsupplyusa.com**. Both sites focus on direct-to-the patient sleep apnea and sleep therapy equipment supplies. **cpapsupplyUSA.com** services over 200,000 patients across the North American market and is a part of Lincare, owned by The Linde Group, the world's largest gas and engineering company. Lincare focuses on respiratory therapy services to patients in-home.

Rhinomed is also pleased to welcome **MVAP Medical Supplies** as a stockist of Mute. **MVAP Medical Supplies** provides equipment and medical supplies to sleep physicians, clinics, technologists and sleep dentists. Dental and sleep clinics order their range of supplies directly from MVAP, making it simpler for professionals to offer Mute to patients who need to focus on nasal breathing or have nasal obstructions.

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Following the significant interest garnered at the recent AADSM/APSS sleep conferences held in Denver, the company believes this has the potential to be an important channel in the North American market. MVAP have also commenced selling Mute on the direct to consumer focused sleep products website **www.patientsleepsupplies.com**.

Mute is an over-the-counter product designed to enable snorers to breathe more easily through their nose. Mute is designed to fit the natural anatomy of the nose and is adjustable so you can control the level of nasal dilation and airflow.

#### **Media Enquiries**

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## **About Rhinomed Limited (ASX:RNO**

Rhinomed Limited is a Melbourne, Australia based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is developing and commercialising applications of its technology portfolio in the sport, sleep, cough/cold and allergy, and drug delivery markets. The company has two products in market (the Turbine for sports and exercise and Mute for snoring and better sleep) and has recently completed a clinical trial of its new INPEAP technology targeting mild to moderate sleep apnea. For more information, go to www.rhinomed.global.

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