

## **MUTE TO GO ON SALE IN SECOND TIER 1 US RETAILER**

### **KEY HIGHLIGHTS:**

- **Mute™ to go on sale in a second Tier 1 American pharmacy chain**
- **Mute to be featured in a 100 store 'trial' program**
- **Initial order of just over 5000 units received**

### **July 22, 2016. Melbourne, Australia.**

Rhinomed Limited (ASX:RNO) is pleased to announce the launch of the Mute snoring and sleep technology in a 100 store trial with a second Tier I US pharmacy and drug store chain.

The trial will take place across the United States:

- The 100 store trial is part of an in-store program over a six month period with Mute featured on shelf in the dedicated sleep category of the stores
- The trial is expected to begin in August
- An initial order of just over 5000 units has been received
- The sleep category is an emerging area of growth for drug store and pharmacy retailers globally
- The North American sales team will actively supervise the program as it seeks to gather information about consumers who shop this category
- The company is one of the largest American pharmaceutical and convenience store chains with over 9000 locations throughout the USA.

Further details will be released as the program is launched to consumers in August.

Mute is developed from an internal nasal stent technology platform that is designed to help nasal obstruction and deliver an instant feeling of increased airflow. This trial follows the recent launch in over 1000 stores in the US. Mute is now available in the USA, Canada, the United Kingdom and Australia.

### **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 its Phase I pilot study of its new INPEAP technology targeting mild to moderate sleep apnea. For more information, go to [www.rhinomed.global](http://www.rhinomed.global).