



CONSEGNA
DELIVERING INNOVATION

CONSEGNA ADVANCES COMMERCIALISATION OF BREATHEASSIST™ SPORT

- **BreatheAssist™ sports user trial commences following successful recruitment**
- **Appointment of former AFL and Nike Brand & Marketing Manager**

6 May 2013, Melbourne: Consegna Group Limited (ASX:CGP) is rapidly finalising its BreatheAssist™ product for launch into the Australian test market with commencement of a sports user trial and high profile marketing appointment.

Consegna has commenced its sports user trial following successful recruitment of over 50 elite athletes and trainers. The trial will generate vital information on the performance of the BreatheAssist™ (BA1.0) prototype during each user's exercise and training regime. Users will report back through an online research tool. The program will take place over a ten-day period with the results fed into the company's product development process. The outcome will be the development of the BA2.0 for launch into the Australian market later this year.

Michael Johnson, Consegna's Executive Director, said *"We are designing and developing a truly revolutionary product. After reviewing the BreatheAssist™ product it was clear we needed to refine the design to optimise its market strength. What better way to do so than use the input of Australian elite athletes including cyclists, runners, triathletes and Olympic hopefuls. The outcome will be a technology designed for elite athletes by elite athletes."*

Consegna has also strengthened its capabilities with the appointment of former AFL and Nike brand and marketing manager Jane Ballantyne. Ms Ballantyne is recognised as one of the Australia's most successful sports marketers. Her experience includes managing the marketing of the AFL's expansion into the Gold Coast, and Football Australia's successful launch of the Western Sydney Wanderers. Jane's previous roles include Head of Brand and Marketing for the AFL, Marketing Director for the JUST Group, STA Travel and NIKE (Pacific) where she was responsible for brand, marketing and advertising.

Mr Johnson said, *"Jane will drive the creation of a cutting-edge brand and successful launch of BreatheAssist™ initially in the Australian test market, and then the global sporting market. Her track record of success and contacts within the Australian and international sporting community are exceptional. Jane's appointment is a critical element of the growth of Consegna shareholder value."*



Ms Ballantyne said, *"Having trialled the BreatheAssist™ prototype I am convinced this technology will improve aerobic athletic performance at all levels through increased air intake and breathing control, which is at the core of sports, fitness and wellbeing. This will allow us to create an exceptional brand based on one of the most compelling propositions in the sports market – performance improvement. This is a great opportunity to be involved in the creation of a world-class brand and technology."*

Consegna is focused on creating a leading edge technology and brand in the global sports equipment market, before rolling the technology into the snoring, sleep apnea and drug delivery markets.

The global sports equipment market is valued at US\$64.9 billion per annum and estimated to grow at 12% by 2016. Participation rates in cycling, running and triathlons are continuing to increase globally. In Australia, the 2011 National Cycling Participation Survey reported that in a typical week around 18% (4 million) of Australians ride a bicycle for transport and recreation.

The American Sporting Goods Manufacturing Association reports in the 2012 Sports, Fitness and Leisure Activities Participation Report that close to 50 million Americans participate in running and jogging, 1.9 million participate in triathlons, 40 million participate in road cycling with an additional 9 million participating in mountain biking and BMX.

Consegna is planning on an Australian launch of its sports product later this year with a global launch to follow.

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About Consegna Group Limited (ASX:CGP)

Consegna Group Limited is a Melbourne based medical technology firm with a focus on nasal, respiratory management and drug delivery technologies.

Consegna is commercializing the BreatheAssist™ technology portfolio; an intra-nasal technology designed for the global consumer and medical health markets. The BreatheAssist™ technology features a device capable of dilating the nostrils and/or providing a platform for a range of bioactive ingredients. The company will be commercializing the technology in multiple applications targeting:

Consumer Markets
Sport performance,
Snoring management

Clinical programs
Olfactory/Weight management
Sleep Apnea
Drug delivery.