



## Travelan to Reach Upto 1.5M New US Customers via Magellan's

**Melbourne, Australia, 14 June 2016:** Australian microbiome biopharmaceutical company Immuron Limited (ASX: IMC) is pleased to announce that Travelan will be available in **Magellan's travel product catalog** and on **Magellan's website** from late June 2016. Magellan's is one of the largest travel catalogs in the US with 1.5 million subscribers receiving the catalog every month. Magellan's target demographic group usually consists of upper-income international travelers. Terms and conditions will remain confidential.

Immuron has already received the first Purchase Order from Magellan's to ensure that products are available in Magellan's warehouse when the June 2016 catalog is distributed to its customers.

Magellan's was founded in 1989 by two travel professionals whose goal was to provide unique and useful travel products for all types of travelers, supported by well-trained travel gear specialists, and backed by a complete 100% guarantee of satisfaction. Magellan's is part of the PotPourri Group (PGI), which comprises of 15 unique brands, and is one of North America's largest and most respected multi-brand, multi-channel retailers.

Magellan's offers an extensive line of clothing, accessories, and products which are specifically developed to adhere to the demanding requirements of international travelers. Magellan's aim is to be their customer's first choice for proven solutions for their travel needs.

Immuron's CEO, Mr. Thomas Liquard highlighted this new relationship:

*"The inclusion of Travelan in Magellan's catalog offers the opportunity for us to immediately reach more than 1.5 million consumers that are avid travelers and potential buyers of Travelan. We are excited to be part of Magellan's unique platform and we look forward to a long and productive collaboration."*

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### **About Immuron**

Immuron Ltd (ASX: IMC; OTCQB: IMROY) is a microbiome company focused on developing and commercialising oral immunotherapeutics for the treatment of a many gut mediated diseases. Immuron has a unique and safe technology platform that enables a shorter development therapeutic cycle. The Company currently markets and sells Travelan® for the prevention of travellers' diarrhoea, whilst its lead product candidate IMM-124E is in Phase 2b clinical trials for NASH and ASH. These products together with the Company's other preclinical immunotherapy pipeline products targeting immune-related diseases currently under development, will meet a large unmet need in the market.

For more information visit: <http://www.immuron.com/>

**Forward-Looking Statements:**

Certain statements made in this release are forward-looking statements and are based on Immuron's current expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. Although Immuron believes the forward-looking statements are based on reasonable assumptions, they are subject to certain risks and uncertainties, some of which are beyond Immuron's control, including those risks or uncertainties inherent in the process of both developing and commercialising technology. As a result, actual results could materially differ from those expressed or forecasted in the forward-looking statements. The forward-looking statements made in this release relate only to events as of the date on which the statements are made. Immuron will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this release except as required by law or by any appropriate regulatory authority.