

RESMED INC TO SELL MUTE™ SNORING & SLEEP TECHNOLOGY

KEY HIGHLIGHTS:

- **Rhinomed's Mute™ snoring and sleep technology to be sold online by ResMed Inc.**
- **UK sales to begin June 2015**
- **Global sleep assistance market estimated at over US\$32Bn**

Melbourne, Australia, 15 May 2015: Australian respiratory technology company Rhinomed Ltd (ASX:RNO) has struck an important sales agreement with global sleep technology heavyweight ResMed Inc (NYSE:RMD; ASX:RMD) to begin selling the novel Mute™ snoring reduction and sleep technology in the key UK market.

This is the company's third distribution deal since February for the novel nasal device and following recent wholesale distribution agreements with Symbion and Sigma to sell the product in the Australian pharmacy sector.

The Mute™ technology is an over the counter (OTC) product designed to treat snoring. It is a discreet device that works by gently dilating the nostrils and improving breathing capacity. On December 2nd 2014 Rhinomed announced the results of its five-day in home user trial (n=118 couples) that showed Mute reduced the incidence and severity of snoring in 75% of users and radically improved sleep quality in both snorers and their partners. Almost 80% of study participants reported an improvement in overnight breathing and reduced levels of tiredness the following day.

Mute™ is registered with the Australian Therapeutic Goods Administration and with the US Food and Drug Administration. It received a CE Mark from EU regulators in December 2014.

Terms of the ResMed UK deal are not being disclosed, but the product will be marketed as an online product through Resmed's online e-commerce platform. Rhinomed has received the opening order and will begin shipping stock to Resmed's distribution centre immediately.

Rhinomed CEO Mr Michael Johnson commented: "That we have attracted a high calibre sales partner like ResMed is testimony to the commercial opportunity and the efficacy of our innovative Mute™ technology."

"This product is rapidly gaining a foothold in the consumer health space. Snoring and sleep quality issues are often a precursor to sleep apnea where over 80% of people remain undiagnosed."

R H I N O M E D

MAKE EVERY BREATH COUNT

“We are delighted to be working with a global leader such as Resmed, which is focused on scientifically proven, innovative products in the sleep space.”

A recent YouGov¹ survey highlighted that more than 45% of people in the UK and EU suffer from overnight snoring, with 38% of British women forcing partners to sleep in separate beds.

Global spending on sleep related products has increased 8.8% annually since 2008 with the market reaching USD32 billion annually in 2012. IMS HEALTH 2012

Sleep research recently published in the Journal *Neurology* found that any disruption to breathing during sleep can affect the brain². The study found those who reported having sleep apnea or snoring tended to develop signs of mild cognitive impairment, including memory lapses and slower speed on cognitive skills, about 12 years earlier than those who didn't report any sleep-disordered breathing. Mild cognitive impairment often precedes Alzheimer's dementia.

Mute™ sizing packs and 3-pack refills are currently available in Australia at www.mutesnoring.com or by asking your local pharmacist.

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Media Enquiries

Michael Johnson, CEO & Managing Director
+61 (03) 8416 0900
mjohnson@rhinomed.global

Follow us on **Twitter** @rhinomedceo and @theturbinecom

About Rhinomed Limited (ASX: RNO)

Rhinomed Limited is a Melbourne based medical technology firm with a focus on nasal, respiratory and breathing management technologies. The company is focused on solving unmet needs in the the Sport, Sleep, Wellbeing and Drug Delivery markets. The company has two products in market and will shortly commence a clinical trial in Sleep Apnea. For more information go to www.rhinomed.global

About the Mute™

Mute™ is a unique nasal respiratory technology that has been found reduce the incidence and severity of snoring in 75% of users. Mute is easy to use, drug free and fits discreetly inside the nose. Designed to give snoring the silent treatment and made from ultra-soft polymers, Mute gently expands each nostril to increase the volume of air in each breath. Mute encourages nasal breathing and reduces the need to open the mouth during sleep, factors critical to a reduction in snoring and better sleep quality. For more information or to purchase online, visit www.mutesnoring.com

About the Turbine™

Turbine™ is a revolutionary respiratory technology designed specifically for the sport market. Turbine delivers an average increase of 38% more airflow through the nasal passages and has been designed for both professional and amateur athletes participating in sports and fitness activities ranging from triathlon, cycling, running and non-impact sports to elite training environments, such as altitude training. You can purchase a Turbine by visiting www.theturbine.com

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1. YouGov (UK) Survey April 2015
2. Ricardo S. Osorio, Tyler Gumb, Elizabeth Pirraglia, Andrew W. Varga, Shou-En Lu, Jason Lim, Margaret E. Wohlleber, Emma L. Ducca, Viachaslau Koushyk, Lidia Glodzick, Lisa Mosconi, Indu Ayappa, David M. Rapoport, Mony J. De Leon. **Sleep-disordered breathing advances cognitive decline in the elderly.** *Neurology*, April 2015 DOI:[10.1212/WNL.0000000000001566](https://doi.org/10.1212/WNL.0000000000001566)