

RHINOMED EXTENDS MUTE PROGRAM INTO “SleepGP” NETWORK

KEY HIGHLIGHTS:

- **Major education and awareness program targeting Australian GP’s and their patients**
- **Partnership with SleepGP - a growing network of GP clinics focused on resolving sleep and breathing issues**
- **Targeting 4 million Australians who snore and the potentially 80% of Obstructive Sleep Apnea patients who remain undiagnosed**

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Australian respiratory technology company, Rhinomed (ASX:RNO) is pleased to announce it has entered into a landmark partnership with SleepGP, a growing network of GP practices, to raise awareness of sleep disordered breathing issues within the family medicine setting.

Breathing and sleep play a crucial role in ensuring good health. A growing body of medical research links sleep, snoring and breathing issues at night to a range of physical and mental health conditions including depression, dementia and Alzheimer’s.

Michael Johnson, CEO of Rhinomed said, “GPs play a vital role in educating Australians about the role sleep plays in maintaining good health. They are the front line of health delivery in Australia and ensuring they are well positioned to provide their patients with the latest information and technology is critical.

“Sleep disordered breathing is a hugely under-diagnosed and untreated condition. Every day hundreds of patients ask their GPs about their own, or their partners’ snoring. With over 80% of Obstructive Sleep Apnoea patients remaining undiagnosed, this is a significant health issue.”

“A GP is ideally placed to assist people in understanding their diagnosis and treatment options. We are really pleased to see medical professionals recognising the role Mute has to play in relieving nasal pressure and reducing snoring,” Johnson said.

Low diagnosis rates are partly due to a lack of awareness and partly driven by the fear many patients have of the existing therapies. Through this vital relationship, Rhinomed seeks to engage patients in a conversation about sleep, snoring and health and drive awareness of its breathing technologies.

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Dr John Malouf, SleepGP's founding clinician, commented: "SleepGP is empowering GPs to provide appropriate solutions to sleep related disorders from simple snoring to Obstructive Sleep Apnoea. We are pleased to be partnering with Rhinomed to drive awareness of this issue. Relieving airway resistance at the nasal valve is one of the important components of the SleepGP algorithm and Rhinomed's Mute performs this task admirably."

GPs are in a position to identify the large numbers of patients with undetected OSA who feel that resolution of their problem is either too complex or too expensive. SleepGP utilises a sophisticated algorithm that enables GPs to access diagnostic tools to determine whether a patient has a sleep disorder. It provides a way for GPs to effectively guide patients towards more appropriate treatment choices.

Mute, Rhinomed's over-the-counter snoring and sleep quality aid works by dramatically improving breathing capacity by at least 38% and has been shown in a user trial to reduce snoring in over 75% of patients.*

The acceptance of the Mute over-the-counter device by medical professionals and consumers positions Rhinomed well as it commercialises its novel Intranasal Positive Expiratory Airway Pressure (INPEAP) device for the treatment of mild-moderate sleep apnoea.

Both Rhinomed and SleepGP will work together to raise awareness that there is no one-size-fits-all approach to sleep disorders and to help empower doctors and patients to access the right help.

Mute is currently available in selected pharmacies and online at www.mutesnoring.com

Media Enquiries

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

Alicia Hastings, [COO](#)
[SleepGP](#)
+61 (07) 5536 8834
coo@sleepgp.com.au

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

** Mute User trial. N=236. 5 Day in-home user trial. November 2014

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About Rhinomed Limited (ASX: RNO)

Rhinomed Limited is a Melbourne based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is seeking to monetise applications of its technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to www.rhinomed.global

About Mute™

Mute™ is a unique nasal respiratory technology that has been found reduce the volume and frequency 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. By doing so, 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 Sleep GP

see www.thesleepgp.com.au