

## **MUTE TO GO ON SALE IN WALGREENS AND DUANE READE STORES IN USA**

### **29<sup>th</sup> March 2016. Melbourne, Australia.**

Australian nasal and respiratory technology company Rhinomed Ltd (ASX:RNO), is pleased to announce the launch of its MUTE™ snoring and sleep technology through a 107 store promotional program in the New York-based Duane Reade chain of drug stores. Additionally, Mute will be offered for sale in 891 Walgreens stores across the USA.

The program will see all four MUTE packs (trial, small, medium and large) available in a 24 unit in-store display during a 90-day promotional program in 107 Duane Reade stores in Manhattan, New York. This launch will be accompanied by a New York-based marketing campaign commencing in late April.

Additionally, all four MUTE packs (trial pack, small, medium and large) will be offered for sale in 891 Walgreen stores across the continental USA. Both the promotional program and the roll out will commence in late April 2016. An initial order has been received for delivery of 22,500 packs of Mute.

Walgreens ([www.walgreens.com](http://www.walgreens.com)), one of the USA's largest drug store chains, is part of the Retail Pharmacy USA Division of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), the first global pharmacy-led, health and wellbeing enterprise. More than 8 million customers interact with Walgreens each day in communities across America, using the most convenient, multichannel access to consumer goods and services and trusted, cost-effective pharmacy, health and wellness services and advice. Walgreens operates 8,173 drug stores with a presence in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands. Walgreens digital business includes [Walgreens.com](http://Walgreens.com), [drugstore.com](http://drugstore.com), [Beauty.com](http://Beauty.com), [SkinStore.com](http://SkinStore.com) and [VisionDirect.com](http://VisionDirect.com). Walgreens also manages more than 400 Healthcare Clinic and provider practice locations around the country.

A 2011 study (n=68,462) by the US Centre of Disease Control and Prevention identified that 48% of Americans snore. MUTE is designed to assist those who snore by stenting the nasal airway. A 2014 user trial showed that 75% of users reduced the frequency and severity of their snoring when using MUTE while 57% reported an improvement in sleep quality. According to IMS Health, global spending on sleep related products increased 8.8% annually since 2008 with the market reaching US\$32 billion annually in 2012.

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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 commercializing applications of its technology portfolio in the sport, sleep, wellbeing 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 is currently conducting a clinical trial of its new INPEAP technology targeting moderate sleep apnea. For more information, go to [www.Rhinomed.global](http://www.Rhinomed.global).

# R H I N O M E D

MAKE EVERY BREATH COUNT

## **About Mute™.**

Mute is a patented nasal respiratory technology that has been found to reduce the volume and frequency of snoring in 75% of users in (n=118 couples). Mute is easy to user, drug free and fits discreetly inside the nose. Mute is made from ultra soft polymers and works by stenting the nose and reducing nasal resistance. 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 and to purchase Mute visit [www.mutesnoring.com](http://www.mutesnoring.com) or visit your local pharmacy in Australia, the UK and shortly, the USA.