

# RHINOMED APPOINTS EUROPA SPORTS TO DISTRIBUTE TURBINE AND MUTE IN USA

## **KEY HIGHLIGHTS:**

- Europa Sports appointed as a distributor of Rhinomed's devices in the USA.
- Europa is one of America's leading distributors of health and fitness products.
- Europa to sell Turbine<sup>™</sup> and Mute<sup>™</sup> into sports retailers, health clubs, gyms and health food stores throughout the USA.
- Sales expected to commence second half of CY2016.

### 29th March, 2016. Melbourne, Australia.

Australian nasal and respiratory technology company Rhinomed Limited (ASX:RNO) is pleased to announce that it has appointed Europa Sports Products of Charlotte, North Carolina, USA to bring the Turbine and Mute breathing technology to US health and fitness stores, health club facilities and the food/drug market.

Europa Sports is one of America's leading sports equipment and supplements distributors representing 300+ of the industry's leading brands. Turbine and Mute will be added to Europa's line of health and fitness products, nutritional and sports supplements, sports drinks and accessories and will be distributed into food, drug and mass market retailers, gyms, health food stores, specialty sports equipment and supplement retailers. Europa's significant reach into the American retail sector and seven warehouses strategically located across the country makes it an ideal distributor to bring Turbine and Mute to the USA.

The Co-CEO of Europa Sports Mr. Eric Hillman said, "The market is wide open for a product like this. We look forward to partnering and creating a successful position in the marketplace for the Turbine and Mute brands."

"Europa Sports is one of America's most impressive distribution companies. They currently distribute products to approximately 30,000 retail stores and will provide Rhinomed with a strong on-theground presence in the US market," said Rhinomed CEO Michael Johnson.

Revenues from product sales pursuant to this agreement are expected to flow in the second half of CY2016, with new retail stockists to be updated on the Turbine and Mute websites.

#### **Media Enquiries**

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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 commercialising 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 mild to moderate sleep apnea. For more information, go to www.Rhinomed.global.