

## **RHINOMED AND VITTORIA INDUSTRIES ENTER AGREEMENT TO BUILD TURBINE AND MUTE ACROSS MULTIPLE U.S. MARKET CHANNELS**

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### **Key Highlights:**

- **Rhinomed enters two distribution agreements with leading international sports distributor Vittoria Industries North America, Inc.**
- **An exclusive distribution agreement will see Turbine broaden its US coverage and exposure to new target retail channels.**
- **A non-exclusive agreement supports Mute's expansion into the impulse health channels, including yoga and health club networks.**
- **Vittoria's strong sales force and 4000+ outlets provides a solid growth opportunity in the US market.**

### **October 27, 2016. Melbourne, Australia.**

Respiratory technology company Rhinomed Limited (ASX: RNO) is pleased to announce it has entered into two distribution agreements with global sports distributor Vittoria Industries North America Inc., to grow and broaden sales channels for its current over the counter portfolio.

An exclusive distribution agreement between the companies will see sports breathing technology Turbine distributed across the American market, opening up new sales avenues in the independent bike stores, big box retailers, online e-commerce opportunities as well as high growth niche markets such as yoga, health and fitness clubs. Under the terms of the agreement, Vittoria will import stock directly into the US and have its 34 strong sales force introducing Turbine to Vittoria's 4000+ accounts across the USA.

This new agreement will see Rhinomed's existing partnership with Europa Sports continue with the Mute technology alone.

In addition, Rhinomed has secured a non-exclusive agreement with Vittoria to support Mute's entry into the Impulse buy retail market through specific targeting of high footfall retail locations like Airport convenience stores, cruise ships, hotel chains, yoga centres and health and fitness club networks.

# RHINOMED

MAKE EVERY BREATH COUNT

Vittoria Industries Ltd is an international group that produces the famous premium tyres and holds significant partnerships across the cycling industry. Today, the company sells over 7 million tyres per annum and its commercial operations are run across Italy, North America and Asia. Vittoria Industries North America, Inc. coordinates operations in north America. The group brings a significant sales representation and access to 4000 existing accounts and distributes only four brands including Catlike helmets, Opus bikes, Selle Italia and 3T to both top echelon cyclists, as well as sporting enthusiasts.

The agreement supports Rhinomed's access to the US market and enables broader expansion into the highly visible and rapidly growing impulse buy/convenience market.

**Michael Johnson**  
**Chief Executive Officer**

#### **Media Enquiries**

Michael Johnson, CEO & Director

+61 (03) 8416 0900

[mjohnson@rhinomed.global](mailto:mjohnson@rhinomed.global)

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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](http://www.rhinomed.global)

#### **About Vittoria Industries North America**

Vittoria Industries North America (VINA) is a wholly owned subsidiary of the iconic global tyre and wheel manufacturer, Vittoria Industries, Ltd.

In addition to Vittoria products, VINA also distributes other leading brands within the US market, such as Selle Italia, Opus, Catlike, and 3T.

By combining cutting-edge logistics technologies with proven service practices, VINA has become a trusted distribution and brand-growth partner within the cycling, outdoor, and health markets.