

# RHINOMED

MAKE EVERY BREATH COUNT

## RHINOMED DELIVERS MAJOR US DISTRIBUTION EXPANSION

### KEY HIGHLIGHTS:

- **Leading US Drug Store chain CVS to add Pronto Sleep in 1,930 stores across USA**
- **Mute and Pronto Clear technologies now on shelves of major Midwest super centre chain - Meijer**
- **Further US based Store expansion expected**

**April 6th 2020. Melbourne, Australia:** Rhinomed Limited (ASX:RNO, OTCQB:RHNMF), a leader in nasal technology and the maker of Mute™ and Pronto™, is pleased to inform investors that it has secured further expansion in the distribution of its products in the USA.

Leading US drugstore (pharmacy) chain CVS, which currently stocks the Mute technology, will be adding the Pronto Sleep technology to its sleep category in 1,930 stores across the US. The company has received initial orders and can now confirm the store count number. This expansion of the distribution in CVS follows the successful release of Pronto Sleep through the US based Walgreens drug store chain in July of 2019.

As a result of this expansion, Rhinomed's technology is now stocked on close to 15,000 shelves globally.

### **Pronto™ Sleep - targeting the \$66bn global Sleep Aid market**

Pronto Sleep is a natural, non drug solution in the rapidly growing global Sleep Aids market which is expected to reach \$66.3 billion in size by 2021.



Historically this market has been dominated by prescription medicines, but more recently regulators have highlighted the dangers associated with pharmaceutical solutions. In April 2019 the US FDA\* added “Boxed Warnings” to drugs such as Ambien, Lunesta, Zolpimist, Edluar, Sonata etc. which are prescription medicines used for sleep. This followed reports of serious injuries and death even at the lowest recommended doses.

As a result, an increasing number of clinicians and consumers have sought safer, natural non-drug solutions for non clinical insomnia and sleep disturbance issues.

Based on the company's existing BreatheAssist™ nasal dilator technology (Mute™ and Turbine™), the new Pronto™ range features the novel Airstream™ release system that allows a continuous release of a volatile formulation (vapour) of natural essential oils into the nasal airstream over a set period of time.

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By combining this new vapour release technology with the Mute's stenting action, Rhinomed's new Pronto Sleep provides users with a unique dual action device that not only improves nasal airflow but also delivers a formulation traditionally known to help you sleep better naturally. Pronto also includes a novel recharging and storage case that allows Pronto to be recharged before each use.

This significant expansion in distribution follows the previously announced news that major US Midwest super centre chain Meijer is now stocking both Mute and the new Pronto Clear technology in its stores in Indiana, Ohio and Illinois. This is one of Rhinomed's first forays into non-drug retail and represents an important step in our ambitions to become the leading provider of respiratory and sleep solutions in the global OTC market.

In late 2019 Rhinomed outlined its growth intentions underpinned by increasing the number of products on market from two to six and growing its store count to 20,000 stores by the end of the 2020 calendar year. The company is delivering on these objectives with the successful release of both the Pronto Sleep and Pronto Clear products and with a presence on close to 15,000 store shelves globally.

The company expects to update investors of further store growth and progress on two additional new products over the company months.

For more information about Rhinomed's exciting technology, please visit [www.rhinomed.global](http://www.rhinomed.global)

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

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## **About Rhinomed Limited (ASX: RNO, OTCQB:RHNMF)**

Rhinomed Limited is a Melbourne based ASX listed airway technology company that has developed a simple and innovative clip-on nasal device to improve oxygen flow to the lungs and deliver therapeutic agents.

With its initial product Turbine, Rhinomed has established a leading position in breathing and nasal respiration, as testified by athletes including two-time Tour de France winner Chris Froome. With its variants called Mute and Pronto, the company has also entered the sleep sector to tackle snoring, sleep disturbance issues and nasal congestion. The company is also developing medical cannabis products for conditions including anxiety, pain, allergies, nausea, anxiety and coughs and colds.

Rhinomed's devices are sold in nearly 15,000 stores worldwide including Walgreens, CVS, Boots and online with Amazon; and are approved in major markets including the US, Europe and Australia.

\*<https://www.fda.gov/drugs/drug-safety-and-availability/fda-adds-boxed-warning-risk-serious-injuries-caused-sleepwalking-certain-prescription-insomnia>