

R H I N O M E D

RHINOMED APPOINTS AUSTRALIAN PHARMACY BROKERAGE TEAM FOR MUTE

- **Mute to be represented in the Australian Pharmacy and Grocery sector by Brand Solutions Australia (BSA)**
- **BSA bring extensive experience in pharmacy and grocery retail sector**
- **Mute to be supported by 13 strong experienced national sales force**

Melbourne, Australia. December 23, 2014.

Melbourne technology firm, Rhinomed (ASX:RNO) is pleased to announce that it has appointed sales and marketing brokerage firm Brand Solutions Australia to represent Mute in the Australian Pharmacy and Grocery channel.

Brand Solutions Australia (BSA) will be targeting over 5,000 Pharmacies nationally and working closely with Rhinomed to establish the Mute technology as the market leading brand within the Australian sleeping aids category.

Aligning sales strategies and customer distribution with the major marketing support that Rhinomed plan to invest in the Mute brand will help to elevate the Mute brand awareness with consumers within the Pharmacy channel.

Brand Solutions Australia (BSA) is a Melbourne based sales and marketing brokerage firm established by seasoned FMCG and pharmacy executives Zack Bozinovski and Thomas Seibel. BSA works with local and overseas principles that offer unique and first to market products for both the Pharmacy and Grocery channel in Australia. BSA currently work with other leading companies such as Mayne Pharma, Actavis and Vitaminhaus,

Rhinomed CEO Michael Johnson commented. "We are excited to be working with BSA. Zach, Tom and the team bring extraordinary experience, long term relationships and a granular understanding of the pharmacy and grocery sector. With a national sales team of 13, BSA provide Rhinomed with the firepower and experience to ensure Mute is able to deliver real value to Australian pharmacies and customers."

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About Rhinomed Limited (ASX:RNO)

Rhinomed Limited is a medical technology firm with a focus on nasal, respiratory and breathing management technologies. The company is commercialising its BreatheAssist platform technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to: www.rhinomed.com.au

You can purchase a Turbine by visiting www.theturbine.com and a Mute at www.mutesnoring.com