

# R H I N O M E D

## KEY US APPOINTMENT & TURBINE DISTRIBUTION UPDATE

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- **Appointment of US VP to grow distribution in American market**
- **Turbine wholesale distribution secured in 15 countries**
- **New Turbine design delivering podium finishes for athletes**

### **Melbourne, Australia, March 4, 2015:**

Rhinomed (ASX:RNO) is pleased to announce significant progress in its Turbine sport business.

The company has appointed Mr Christian Johnson as its Vice President, North America. Mr Johnson a seasoned sports industry executive was previously Vice President, Sales for GU Energy Labs, a high-growth, category leading, global sports nutrition brand.

“Christian has a track record of growing sales, establishing markets for new products and driving distribution into new territories. His knowledge of the North American market will provide us with the traction to build our foothold in the American market. His experience globally will add significant bandwidth and contacts to the Rhinomed offering. He’s a great fit and we are thrilled he is joining our team,” said Rhinomed CEO, Mr Michael Johnson.

Following the successful exhibition of Turbine at the 2014 Interbike Expo in September, the company has built on its initial distribution in Australia and Israel and signed agreements with key cycling industry distributors in Asia Pacific - Thailand, Malaysia, Singapore, Indonesia, Japan, South Korea, China, Taiwan, Hong Kong; Central and South America - Columbia and Mexico; and Europe - Spain and Portugal. Minimum order quantities from these existing distributors amount to approximately \$0.5 million in the first year and \$1.5 million in the second year. The company expects to build significantly on these minimum orders with the release of the next generation Turbine design.

In its focus on the American market, the company will be exhibiting in early March at 34<sup>th</sup> Annual Convention and Trade Show of the International Health, Racquet & Sportsclub Association (IHRSA). IHRSA has over 10,000 members in 76 countries. This is the premier global expo for health clubs and gyms. The new Turbine design lends itself to application in all forms of health club and gym based workouts and, in particular, the spin class and personal training environment.

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In late January the company released its next generation Turbine design. The new Turbine incorporates feedback and ideas from distributors, customers and elite athletes and delivers several new benefits including greater retention, airflow and comfort.

The new Turbine has been strongly endorsed by leading athletes during competition including leading cyclists and triathletes. The company would like to congratulate Australian cycling star Rachel Neylan who wore the new Turbine during her victory in the inaugural 2015 Cadel Evans Great Ocean Road Race at the start of February.

The company would also like to congratulate Australian cycling champion Jack Bobridge on his two podium finishes in the 2015 UCI Track Cycling World Championships in Paris. Bobridge, the three-time track world champion is a member of the Australian Pursuit team, which finished with the bronze medal, following a tense countdown. Bobridge also won a silver medal in the Individual Pursuit. Both these extraordinary outcomes came after Bobridge narrowly missed breaking the UCI Hour record in Melbourne in early February.

“Rhinomed is delighted that Jack chose to wear the Turbine® during the world championships, as well as during his recent attempt to break the world hour record on the track,” commented Michael Johnson, CEO of Rhinomed.

“Having elite athletes such as Jack Bobridge, Rachel Neylan, Matt Goss, Calvin Watson and Tour de France winner, Chris Froome, independently choose to wear Turbine during their training and competition at the highest level provides us with confidence that we are providing a valuable aide to athletes in all aerobic activities,” Johnson said.

Turbine is available online at [www.theturbine.com](http://www.theturbine.com), and through leading sports stores.

## Media Enquiries

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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 BreatheAssist technology portfolio in the Sport, Sleep, Wellbeing and Drug Delivery markets. For more information go to:

<http://www.rhinomed.global>

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## About the Turbine®

If you have ever been out of breath, the solution is right under your nose. The Turbine® is a revolutionary product, which utilises the BreatheAssist technology to assist athletes to deal with shortness of breath experienced during aerobic exercise. The Turbine can deliver athletes on average a 38% increase in airflow through the nasal passages. The Turbine product range has been designed for both professional and amateur athletes participating in sports and fitness activities ranging from triathlon, cycling, running and non-impact sports to elite training environments and general workout activities.