

R H I N O M E D

RHINOMED TO RELEASE NEXT GENERATION TURBINE® SPORTS TECHNOLOGY

- **Rhinomed to launch new improved design of Turbine sports technology.**
- **New Turbine design responds to customer feedback for better fit, performance and greater retention.**
- **New Turbine shipping from February 9th, 2015 with strong orders prior to release.**

Melbourne, Australia. January 28th, 2015

Rhinomed (ASX:RNO) is pleased to announce that it will begin shipping its next generation Turbine technology on February 9th, 2015.

Since the launch of the initial Turbine design in January 2014, the company has been working closely with leading athletes in cycling and triathlon to improve the way they breathe during sport and exercise. "We have carefully incorporated user feedback and listened to sports physicians, coaches, users and our distributors to ensure that we respond to their needs," said Rhinomed CEO Michael Johnson.

The new Turbine design is substantially different in both design and materials. It has been engineered to follow the anatomy of the nose and gently and comfortably dilate the nose while firmly staying in place. Rhinomed recently trialed the new Turbine design at the 2015 Santos Tour Down Under where it was included with the BUPA People's Ride kit.

"We knew the Turbine was helping people to control their breathing, improve airflow and allows both pro and amateur athletes alike to perform better. The new Turbine design optimises these benefits. Some of the specific feedback gathered showed athletes wanted a product that would stay in place during severe percussive activity and one that could respond to increased nasal secretions." Mr Johnson said.

Along with the new shape, the Turbine design also utilises new materials that are much softer and more comfortable for longer retention. The internal patented ratchet system gives the product perfect dilation for each nostril and also enables the user to easily clear their nose without removing the device.

Rhinomed's focus for Turbine over the coming year will be to increase its global distribution footprint by increasing its distributor network and retail presence. To reflect this, the company has refreshed the new Turbine website and has restructured the sales and marketing team to place a greater focus on the global sales opportunities. The company is pursuing some exciting opportunities in the North American market and working towards appointing a US representative.

Rhinomed will begin shipping the new Turbine design from February 9th 2015. The company has already received strong pre-orders from the company's existing distributors over December and January

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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.global

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

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