

# R H I N O M E D

## RHINOMED: FITNESS FIRST TEAM UP TO PROMOTE TURBINE® SPORTS TECHNOLOGY

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- High impact activation and user experience program with the Fitness First Gym and Health Club network nationally
- Opportunity to introduce world first Turbine® breathing technology to over 240,000 potential Australian users
- First step into the billion dollar global gym, fitness and health club market

### Melbourne, Australia, 9th July 2014:

Australian respiratory technology company Rhinomed (ASX:RNO) will partner with a major international fitness chain to promote its first in class Turbine technology throughout July.

The Company will work with the Fitness First network nationally to use, demonstrate and promote its innovative Turbine technology, which enables improved airflow and easier breathing.

Critically, this discreet technology minimises shortness of breath resulting from strenuous exercise, enabling improved performance. Extensive trials of the technology have demonstrated an average improved airflow of 38%.

As part of this latest collaboration, the Turbine technology will be provided to key influencers including fitness class instructors at 40 select Fitness First Health Club locations throughout Australia.

The technology will also be prominently displayed on 600 digital panels and televisions in more than 70 facilities. In addition, the technology will be featured in the July/August edition of the Fitness First magazine, a custom publication with a circulation of 103,000.

This strategic campaign has been designed to coincide with the prestigious Tour de France international cycling event, with cyclists a key target market for the technology.

Rhinomed Chief Executive Officer Mr Michael Johnson described the deal as an “outstanding commercial opportunity”.

“This is a real coup for our company,” he said. “Aligning with a premier global brand provides further validation of our sophisticated Turbine technology and exposes thousands of potential users to this new way of improving physical performance and managing shortness of breath.”

“Fitness First know athletes. They work with some of the most elite and influential people in global sports. Their ability to connect with a critical leading edge and early adopter consumer base is strategically important in positioning the Turbine as a must have for any athlete.”

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Mr Johnson said the Fitness First campaign would have a particular focus on high exertion spin cycle classes, in which participants often find themselves short of breath. He added: "We know our technology can help people to manage their breathing and ride harder and faster for longer."

Ends.

## About Rhinomed Limited (ASX: RNO)

Rhinomed Limited is a Melbourne based sports technology company 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 [www.rhinomed.com.au](http://www.rhinomed.com.au)

## 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.

## Media Enquiries

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