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16 May 2016

ASX Release

## ***GAMEDAY ENTERS INTO EXCLUSIVE PARTNERSHIP AGREEMENT WITH BASKETBALL NEW SOUTH WALES***

- **Gameday to become exclusive provider of quality custom fitted mouthguards to 63,000 registered members of Basketball New South Wales (BNSW)**
- **Agreement allows Gameday to promote custom-made mouthguards to registered members of BNSW for a period of 5 years with an option to extend**
- **Continues the rollout of Gameday's strategy of partnering with grassroots sporting associations across Australia**
- **Gameday market presence and suitability will be boosted by many sporting associations such as BNSW considering making mouthguards compulsory**
- **Agreement sees Gameday extend its reach to in excess of 100,000 members of a diverse group of sporting associations**

Mount Magnet South Limited (ASX: MUM) (the Company, to be renamed 'Impression Healthcare') is pleased to announce that Gameday International Pty Ltd ("Gameday") has entered into an exclusive partnership agreement with Basketball New South Wales ("BNSW") to promote Gameday and its innovative product, Gameday Mouthguards, to BNSW members.

The partnership with BNSW continues Gameday's rollout of a strategy to build strong connections with grassroots sporting associations to complement and enhance its disruptive business model.

The five-year agreement with BNSW will see Gameday become BNSW's exclusive provider of top quality custom fitted mouthguards for the association and with an option for Gameday to extend the agreement for a further five years. The agreement will allow Gameday potential access to 63,000 registered BNSW members and an ability to market Gameday Mouthguards through monthly Electronic Direct Mail to the database, advertisements and articles in BNSW's monthly newsletter, as well as displaying and promoting Gameday's products at major state championships and finals weekends.

To enforce the importance highlighted by Gameday of wearing a mouthguard during any contact sport, BNSW will advocate this at their clubs and in their collateral. The BNSW Board intends to meet to investigate whether they should make mouthguard use mandatory for all players.

"I believe Gameday to be an excellent fit for BNSW, putting a strong emphasis on the safety for all our players, and we look forward to working with Gameday." Danny Martinez CEO of BNSW.

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The partnership with BNSW follows similar partnerships for Gameday with grass roots sporting organisations WA Hockey and the Victorian based Southern Football Netball League.

“Sales continue to increase for Gameday and we are encouraged by this and how quickly consumers are understanding the innovative offering and the value proposition it provides,” Gameday CEO Matt Weston said.

**\*\*\*ENDS\*\*\***

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### **About Impression Healthcare - Gameday International**

Trading as Impression Healthcare the transformed Company will offer Gameday Mouthguards as the first product offering, with additional products planned for market in line with the future business strategy.

Gameday makes traditionally expensive custom mouthguards accessible to everyday Australians by providing a convenient, online, end-to-end process by which customers can take their own dental impressions at home and receive a superior custom-fit product. For a low cost, consumers will have convenient access to high quality, custom-made mouthguards from Gameday. This mouthguard can be designed in the wearer’s club or favourite colours and can also include their name and telephone number. [www.gamedaymouthguards.com.au](http://www.gamedaymouthguards.com.au)

Gameday aims to become the pre-eminent operator in the fragmented dental device market. Millions of Australians are playing sports where it is advisable or appropriate to wear a mouthguard. Gameday’s mouthguard business model is readily scalable (current capacity in excess of 50,000 mouthguards a year) and there are opportunities to sell other products and enter international markets. With the Australian Dental Association claiming only 36% of Australian children aged 5-17 are wearing mouthguards during games, Gameday aims to passionately work on raising awareness of mouthguard usage and will be investing heavily into promoting the safety benefits of protecting children with custom-made products which have been shown to offer significantly more protection than over-the-counter brands.