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ASX Release

### ***GAMEDAY STRENGTHENS GRASSROOTS SALES CHANNEL***

- **Gameday signs partnership agreements with Hockey NSW and Hockey Victoria Associations giving it exclusive marketing access to 45,000 hockey members**
- **Both grassroots hockey Associations incentivised to promote Gameday's customisable, high quality, low-cost mouthguard product to their members**
- **Increases Gameday's direct access to sporting association members, which now reaches over 130,000 members across Australia**
- **Strong validation of Gameday's mouthguards, building on the recent key partnership with Hockey WA**

Mount Magnet South Limited (ASX: MUM) (the Company, to be renamed Impression Healthcare Limited) is pleased to announce that Gameday International Pty Ltd (Gameday) has entered into partnership agreements with grassroots hockey Associations, Hockey NSW and Hockey Victoria (together, "the Associations"), providing Gameday with exclusive marketing access to 45,000 members.

Hockey NSW has 25,000 members participating in organised hockey competitions throughout New South Wales. Its large membership base has contributed to an enviable record at Australian Championships in both field and indoor hockey, with high representation in Australian Squads and Teams, dating back to over 80 years.

With 20,000 members, Hockey Victoria delivers a wide range of competitions, events, programs and services to the hockey community in Victoria.

Under the exclusive partnership agreements with Hockey NSW and Hockey Victoria, Gameday will work collaboratively with the Associations to promote its custom made, affordable mouthguard product to the Associations' 45,000-strong membership base, via Electronic Direct Marketing, member newsletters, online and social media channels, as well as through an on the ground presence at key hockey events.

As part of the agreement, the Associations are financially incentivised to promote Gameday's mouthguards to their memberships, with both committing to reinvesting the financial incentives earned from Gameday directly back into their Associations for new equipment and running costs.

Importantly, the agreements increase Gameday's direct access to sporting association members to over 130,000 members across Australia.

Gameday's partnerships with Hockey NSW and Hockey Victoria follow the Company's recently announced partnership with Hockey WA, demonstrating strong support from the Australian hockey community, and proving strong validation of Gameday's highly affordable, custom made and superior quality mouthguard offering.

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**Tony Mestrov, Chief Executive Officer, NSW Hockey** comments; *"We are excited to be in partnership with Gameday as it enables us to offer our members access to affordable, custom-fit mouthguards. As a contact sport, hockey players need to have access to superior quality mouthguards to help keep them safe, protecting their teeth and preventing concussion when on the field."*

**Andrew Skillern, Chief Executive Officer, Hockey Victoria** states: *"The safety of our members is one of our top priorities. Our new partnership with Gameday means our members don't need to compromise on the quality of their mouthguard when it comes to their protection."*

**Gameday's Chief Executive Officer Matt Weston** added; *"Entering these important partnerships with Hockey NSW and Hockey Victoria provides further validation of Gameday's high quality, low cost mouthguard offering and builds the total sporting membership base that we can offer our product to over 130,000 members across Australia. Through this important channel, we are able to become part of grassroots sporting associations and their communities, helping them to buy new equipment, at the same time as providing affordable safety to players."*

As announced on 2 February 2016, Mount Magnet South Limited has entered an agreement to acquire 100% of Gameday International Pty Limited, subject to a number of conditions precedent, including shareholder approval. The acquisition is expected to complete in September 2016, however this timetable is subject change.

**Ends**

**For further information, contact:**

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**Gameday (Impression Healthcare)**

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**About Mount Magnet South Limited (to be renamed "Impression Healthcare Limited")**

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

**About Gameday International Pty Limited**

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.