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ASX Release

## GAMEDAY SIGNS PARTNERSHIP AGREEMENT WITH SPORTSPASS AUSTRALIA

- **Gameday enters partnership agreement with sports reward program provider SportsPass Australia**
- **Deal enables Gameday to promote its low-cost, custom-made mouthguards to SportPass' 750,000 members**
- **SportsPass is incentivised to promote Gameday's high quality, low-cost mouthguard to its members**
- **Partnership increases Gameday's access to sporting association members; fast approaching 1 million members**
- **Agreement is further validation of Gameday's superior offering and builds on recent key partnerships announced with Hockey NSW and Hockey Victoria**

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 a partnership agreement with Sports Pass Australia (**SportsPass**).

The partnership will enable Gameday to promote its custom made, low-cost mouthguards to Sports Pass' 750,000 members through the provision of discounts, deals and incentives via the SportsPass website, SportsPass App and electronic direct marketing campaigns.

SportsPass, a social enterprise, determined to reduce the financial barrier to participation in sport, is a rapidly growing member benefits program that provides a new and ongoing funding source for local grassroots sporting clubs, associations and their members.

The Company has partnered with over 1,000 of Australia's leading brands and 2,000 entertainment and experience attractions, all providing members with exclusive discounts and financial rebates.

SportsPass will receive financial incentives for the promotion and sale of Gameday's mouthguards to its members, who in turn will receive discounts and rebates for direct reinvestment into the running of their chosen club or association.

This agreement follows on from Gameday's recently announced partnerships with Hockey NSW and Hockey Victoria, further validating the strength and appeal of the Company's mouthguard offering and strengthens its grassroots sales channel, providing access to 880,000+ members Australia wide.

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**Gameday Chief Executive Officer Matt Weston** said: *“This partnership with SportsPass and the access to the Group’s 750,000 members is another important step towards strengthening our grassroots sales channel and the appeal of our low-cost, custom made mouthguards to sporting associations and clubs.”*

**Chris Coleman, Founder, SportsPass** added: *“We always look to partner with brands and companies that will benefit our 750,000 members. This partnership with Gameday will not only provide our members with exclusive promotional deals and rebates, which members can use to financially benefit their chosen clubs and associations, but also importantly provide an high end, high quality but low cost essential piece of safety equipment which is often overlooked to often because of cost.”*

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

**Ends**

**For further information, contact:**

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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 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.

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