

## **MUTE TO GO ON SALE IN OVER 800 NORTH AMERICAN GNC STORES**

### **Highlights:**

- **Roll out in 811 GNC health, wellness and performance stores in USA**
- **Further expansion of North American retail footprint**
- **Builds on global store expansion of over 3800+ stores**

### **April 6, 2017. Melbourne, Australia.**

Respiratory technology company Rhinomed (ASX:RNO) is pleased to announce further expansion of its North American retail distribution footprint having received confirmation that its Mute sleep technology will go on sale in 811 GNC Holdings Inc. health, wellness and performance stores.

The GNC deal will see Mute rolled out as part of a trial in corporate GNC stores across the continental United States. This also includes over 140 stores located on military bases. The trial will see Mute trial packs located in a clip strip program in the sleep section of these stores.

Sales performance will be assessed on a store by store basis. If successful, the Company anticipates a staged national roll-out. The Rhinomed North American team will actively assess store performance throughout the trial and has a marketing program in place to further support sales.

GNC is the leading specialty retailer of health and wellness products. The company has more than 9000 stores globally, with over 6700 retail locations in the USA. GNC focuses on 'living well' and is the largest company of its kind, retailing a premium assortment of health, wellness and performance products, including health and beauty, food and drink and other general merchandise. Products are from proprietary GNC and nationally recognised third-party brands. The Company posted revenues of US\$2.5 billion in 2016\*.

The GNC trial is one of the first non pharmacy retailers to take on the Mute technology. This expansion into the general health retail environment is an important step in Rhinomed's distribution strategy and reflects the growing consumer interest in America in sleep and sleep aids. The US sleep aids market is expected to reach US\$831m by 2021.

Mute is an over-the-counter product that supports nasal breathing, enabling snorers or those with nasal obstruction and congestion to breathe more easily through their nose and help keep their mouth closed during sleep. Mute is designed to fit the natural anatomy of the nose and is individually adjustable on both sides so you can control the level of dilation and airflow.

# RHINOMED

MAKE EVERY BREATH COUNT

## Media Enquiries

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## About Rhinomed Limited (ASX:RNO)

Rhinomed Limited is a Melbourne, Australia based technology firm with a focus on nasal, respiratory and breathing management technologies. The company is developing and commercialising applications of its technology portfolio in the sport, sleep, cough/cold and allergy, and drug delivery markets. The company has two products in market (the Turbine for sports and exercise and Mute for snoring and better sleep) and has recently completed a pilot Phase I clinical trial of its new INPEAP technology targeting mild to moderate sleep apnea. For more information, go to [www.rhinomed.global](http://www.rhinomed.global).

## About Mute™

**Mute™** is a unique nasal respiratory technology that has been found to reduce the volume and frequency of snoring in 75% of users\*. Mute is easy to use, drug free and fits discreetly inside the nose. Made from ultra-soft polymers, Mute gently expands each nostril to increase the volume of air in each breath. By doing so, Mute encourages nasal breathing and reduces the need to open the mouth during sleep, factors critical to a reduction in snoring and better sleep. For more information or to purchase online, visit [www.mutesnoring.com](http://www.mutesnoring.com)

† Mute in-home user trial, 2014. n=118 couples.

\*GNC Press Release, 16 February 2017 ([gnc.com](http://gnc.com))