IMMURON FY2014 TRAVELAN® SALES EXCEED $1M

7 July 2014, Melbourne, Australia: Australian biopharmaceutical company Immuron Limited (ASX: IMC), is pleased to announce that during the 2014 financial year the Company generated in excess of $1M in sales revenue from its flagship product, Travelan®. These revenues are approximately seven times the company's FY2013 Travelan revenues of approximately $150K.

Travelan is clinically-proven to prevent with 90% efficacy the main cause of travellers' diarrhoea. According to the World Tourism Organization, diarrheal illness is by far the most common health impairment associated with international tourism in terms of frequency and economic impact.

"The 'direct-to-wholesale' model that we announced on 4 June 2013, has substantially increased the company's gross margins and revenues. We continue to drive sales and improve margins as we move forward" said Immuron's Chief Executive Officer, Mr Amos Meltzer. Furthermore, "The stable demand for Travelan in the market following a significant price increase is testament both to the quality of the product as to its benefit" said Mr Meltzer.

For Further Information:

Immuron
Amos Meltzer, Chief Executive Officer
+61 437 587 680

Investor Relatons
Amanda Loh, Buchan Consulting
+61 3 8866 1210

About Immuron

Immuron is a biopharmaceutical company focused on oral immunotherapy treatments using dairy-derived antibody products for humans. Immuron's technology platform products all have a very high safety profile. The company's current products and product candidates address infectious diseases of the gastrointestinal tract as well as chronic immune mediated diseases. Immuron has an on-market product, Travelan, for preventing travellers' diarrhoea. Immuron also has two phase 2 clinical programs: for the treatment of inflamed fatty liver disease, known as Non-Alcoholic Steatohepatitis or NASH and a NIH-sponsored project for the treatment of Alcoholic Steatohepatitis or ASH. Immuron's main scientific alliances are with Hadassah Medical Center (Israel) and Monash University (Australia).