IMMURON ANNOUNCES FIRST USA ORDERS FOR TRAVELAN®

20 April 2015, Melbourne, Australia: Australian biopharmaceutical company Immuron Limited (ASX: IMC), manufacturer of Travelan®, is pleased to announce that it has secured first orders for its Travelan® product in the USA.

Immuron has received its first US orders for Travelan® from the largest US travel medicine chain with over 240 clinics providing travel medicine services nationwide. Immuron CEO Dr Leearne Hinch said "Launching Travelan® in the USA is an important commercial milestone for the company, as we focus on growing Travelan revenues globally. The USA represents a significant market opportunity, and we are delighted by this initial success and the level of support and enthusiasm shown by travel clinics for Travelan®." Travelan is now available for sale in Australia, Canada and the USA, and is undergoing regulatory approval in China.

Travelan® is marketed as a dietary supplement in the US, and can be sold through pharmacists, drug stores and general stores. Immuron has implemented a direct sales model through niche retail and online channels to take advantage of the higher product margins realisable. The volume of initial US orders from travel clinics was higher than anticipated, and orders are expected to build with the potential for significant revenue as the US roll-out gains momentum. Travel clinics are an important channel for selling Travelan, as clinician recommendation of the product to people travelling to high risk destinations helps build brand awareness and consumer acceptance. The company is also engaging with potential (nonexclusive) distribution partners for the large volume pharmacist and drug store channels to fully exploit the commercial potential of the US market.

To drive the US launch, Immuron appointed Mr Travis Robins as Director of US Sales. Travis is responsible for managing sales of Immuron's products in the USA, engaging with distributors and wholesalers, and providing technical product support to US customers. Travis is an accomplished sales executive with over 10 years' experience in sales and marketing across medical devices, biotechnology and specialty pharmaceuticals.

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ABOUT IMMURON

Immuron Ltd (ASX:IMC) is a biopharmaceutical company focused on developing and commercialising oral immunotherapies based on its hyperimmune colostrum technology for the treatment of intestinal and liver diseases. The company currently markets Travelan® for the prevention of travellers' diarrhoea, its lead product candidate IMM-124E is in Phase 2 clinical trials for NASH and ASH, and it has a preclinical immunotherapy pipeline targeting immune-related diseases with unmet needs. Immuron's main scientific alliances are with Hadassah Medical Center (Israel) and Monash University (Australia).

ABOUT TRAVELAN®

Travelan® is a hyperimmune colostrum product that has been clinically-proven to prevent travellers' diarrhoea. Travelan® is a natural product derived from bovine colostrum enriched with antibodies reactive to ETEC, the most common cause of travellers' diarrhoea. In clinical trials, Travelan® showed up to 90% efficacy in protecting against infection with the type of E. coli that causes travellers' diarrhoea. In addition, trials showed a significant reduction in abdominal cramps and stomach pain compared to those who did not receive Travelan®. Travelan® is also enriched with antibodies against lipopolysaccharides (LPS), which are bacteria-borne endotoxins that drive systemic chronic inflammation. In the USA. Travelan® is sold as a Colostrum Dietary Supplement that is clinically shown to maintain digestive health.