Immuron Executes Major US Travelan Sales Agreement

4 August 2015, Melbourne, Australia: Immuron Limited is pleased to announce that following the announcement of the Company's initial US sales in April 2015, the Company has executed its first major non-exclusive Travelan distribution agreement in the US with Traveler's Supply Inc. of Springfield Massachusetts who have contracted for a minimum annual purchase volume of 50,000 units.

Traveler's Supply Inc. specialises in domestic and international travel-related products including insect repellents, clothing treatments, survival equipment, water purification, re-hydration formulas, outdoor survival products, medical dental kits, and travel pet products.

The company was founded in 2003 by Jacqueline J. Dusza and is now a leading travel medicine supply company in the US servicing the Travel Clinic market and many other fortune 500 companies including Citigroup, 3M, Chevron, BASF, Barclays to name a few.

In addition to the retail division, the company's wholesale division includes customers such as General Electric and the U.S. Postal Service in Louisiana and Florida.

The President of Traveler's Supply, Ms Jaqueline Dusza said;

"The introduction of Travelan to the US market is very exciting and we look forward to getting this product out to the market as quickly as possible.

Until now, our only defence was to make people aware of the importance of preparedness with a pre-assembled Diarrhoea Kit or medical kit which included Oral Rehydration Salts and other medications to alleviate the symptoms."

Ms. Dusza continued on saying;

"With the increase in travel related illness, we continually look to provide solutions to either prevent or minimise the effects. Travelan is unique to all products available because it is the only product you can take before you experience digestive health issues and is clinically shown to maintain digestive health wherever you are.

We live in a time where people are more concerned than ever about taking too many antibiotics. This product is the answer. We are excited to partner with Immuron to bring this product to the US market."

Dr. Roger Aston, Chairman of Immuron, said;

"We are delighted to be partnering with a company of the status of Traveler's Supply. This is a major endorsement of our master distribution strategy for the US market which maximises margin without the high level of investment required with a direct field force. The U.S. market has the potential to generate significant net cash for Immuron under this model, and underpins our future investment in our research and development.

We are uniquely placed in the Australian biotech market with a promising product that validates our safe technology platform and a very exciting clinical trial portfolio as well. It is very encouraging to begin to see the ground breaking work of the original scientific team at Immuron being recognised in such a large market."

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Dr. Aston continued on to say;

"It is a testament to our philosophy to market internationally that one US customer can commit to more volume that we currently sell throughout all of Australia. This has required patience and perseverance over the past few months, and whilst the first order of 15,000 units should be shipped within the next two weeks, we expect this order to be the first of many more."

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Traveler's Supply Inc.

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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 US, Travelan® is sold as a Colostrum Dietary Supplement that is clinically shown to maintain digestive health.

ABOUT IMMURON

Immuron Ltd (ASX:IMC) is a Microbiom company focused on developing and commercialising oral immunotherapeutics for the treatment of a many gut mediated diseases. Immuron has a unique and safe technology platform that enables a shorter development therapeutic cycle. 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), Monash University (Australia) and the Commonwealth Scientific and Industrial Research Organisation (CSIRO) (Australia).