



Mount Magnet South Limited
ABN 93 096 635 246
Ground Floor, 10 Outram Street,
West Perth, WA 6005
T + 61 8 9322 8381
F + 61 8 9421 2100
E: admin@mountmagnet.com.au
W: www.mountmagnet.com.au

11 April 2016

ASX Release

GAMEDAY ENTERS INTO EXCLUSIVE PARTNERSHIP AGREEMENT WITH THE WESTERN AUSTRALIAN HOCKEY ASSOCIATION

- Gameday continues to build strong connections with grassroots sporting associations
- Gameday granted exclusive access to Hockey WA's membership of approximately 25,000 players
- Agreement allows Gameday to promote custom-made mouthguards to members of Hockey WA for a period of 2 years
- Gameday to market through online channels and on-ground presence at key events

Mount Magnet South Limited (ASX: MUM) (the Company, to be renamed 'Impression Healthcare') is pleased to announce that Gameday International Pty Ltd ("Gameday") has entered into an exclusive partnership agreement with The Western Australian Hockey Association ("Hockey WA") to promote Gameday and its signature product, Gameday Mouthguards, to Hockey WA's members.

The two-year agreement provides exclusive access to Hockey WA's membership of some 25,000 players.

The agreement will see Gameday send EDMs to the database, be promoted through online channels and social media, newsletters and have an on-ground presence at key events, including, Hockey WA's Grading Carnival which is attended by approximately 3,000 players.

Gameday's new partnership comes after the recently announced Southern Football Netball League ("SFNL") alliance, demonstrating that Gameday is continuing to build strong connections with sporting clubs and enabling sporting enthusiasts around Australia to have access to high quality oral protection.

Peter Churack, CEO Hockey WA is very pleased with its new partnership with Gameday commenting, "Thanks to our agreement, Hockey WA is able to ensure that our many club members have access to a superior mouth guard product at a highly affordable price. Hockey WA looks forward to working with Gameday to further strengthen our partnership and deliver even more value for our members."

Mount Magnet South CEO Matt Weston added that Gameday was delighted to partner with Hockey WA as the company continues its strategy of working with grass roots sporting associations around the country to promote custom mouthguard use and the fact that Gameday makes custom mouthguards affordable for everyday Australians.

For personal use only

ENDS

For further information contact:

Alec Pismiris
Chairman
Mount Magnet South Limited
P: 08 9322 8381
M: 0402 212 532
E: alec@cipartners.com.au

Matt Weston
Chief Executive Officer
Mount Magnet South Limited
M: 0400 039 822
E: matt@gamedaymouthguards.com.au

About Impression Healthcare - Gameday International

Trading as Impression Healthcare the transformed Company will offer Gameday Mouthguards as the first product offering, with additional products planned for market in line with the future business strategy.

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

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.