

1 September 2008

ASX ANNOUNCEMENT

Intelliheart commences sales in Sigma pharmacies

IM Medical Limited (IMI) advises the market that the sale of the Intelliheart Retail Pack through 200 Victorian Amcal, Amcal Max and Guardian pharmacies commenced today.

With the assistance of IM Medical Limited, all the relevant pharmacy staff around Victoria have been trained in the benefits to the consumer of taking an Intelliheart risk assessment.

On a sessional basis, IM Medical has established ten testing sites in Melbourne and twelve sites in regional areas to cope with the increase in test numbers. These will be regulated dependant on demand in those areas.

IM Medical and Sigma Pharmaceuticals will monitor the progress of the market uptake of the product before planning begins on the implementation of Intelliheart testing in the other states.

IM Medical will support the Victorian sales with a PR and Marketing campaign throughout Victoria during September to raise the awareness of the unique Intelliheart product – what it is and where to buy it. The campaign will also educate consumers about the benefits of the Intelliheart product and the opportunities it provides for individuals' to improve their heart health.

Further information:

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