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Singapore: Australian respiratory technology company Rhinomed has formed a sales agreement with global sleep technology firm, ResMed, to distribute and sell Mute snoring reduction and sleep technology in the key UK market.

This is the company's third distribution deal since February for the novel nasal device following recent wholesale distribution agreements with Symbion and Sigma to sell the product in the Australian pharmacy sector.

The Mute technology is an over the counter (OTC) product designed to treat snoring. It is a discreet device that works by gently dilating the nostrils and improving breathing capacity.

Mr Michael Johnson, CEO, Rhinomed commented, "That we have attracted a high calibre sales partner like ResMed is testimony to the commercial opportunity and the efficacy of our innovative Mute technology. We are delighted to be working with a global leader such as ResMed, which is focused on scientifically proven, innovative products in the sleep space."

Global spending on sleep related products has increased 8.8 percent annually since 2008 with the market reaching $32 billion annually in 2012.