



Immuron Executes US Travelan Sales Partnership with Allocation Inc.

Melbourne, Australia, April 19, 2016: Australian microbiome biopharmaceutical company Immuron Limited (ASX: IMC) is pleased to announce that it has executed a partnership with New Jersey-based US Company Allocation Inc. who will soon begin selling Travelan throughout their healthcare distribution network.

The specific terms and conditions of this agreement with Allocation Inc. will remain confidential.

Allocation Inc. is a wholesaler of pharmaceutical, medical and surgical products. Founded nearly two decades ago to service the needs of a wide variety of healthcare industries, they are known to carefully select and offer only the highest quality of products across the U.S. to hospitals, clinics, universities, research institutions, healthcare providers and various government agencies.

Allocation Inc. offers a varied product offering to their customers, including products sourced from the U.S. as well as internationally. These products include: generics, brand name, medical, surgical and over-the-counter products. Their staff of licensed pharmacists act as a proxy sales force for their products.

Allocation, Inc. President, Allan Richman said:

"Allocation, Inc. is pleased to become a U.S. distributor of Immuron's product, Travelan. Travelan is unique because it is colostrum-based and works unlike any other anti-diarrheal product available in the U.S.

We are confident that this sales partnership will be beneficial for both parties and that Travelan will be a well-received product by our customers and in the U.S. market at large."

Added Thomas Liquard, the CEO of Immuron;

"For nearly two decades, Allocation Inc. has brought tremendous value to their customers by selecting only the quality product offerings from which they have built a loyal and trusted customer-base.

Immuron is thrilled to add Allocation Inc as a distribution business partner, a company that through trust and quality products, places a premium on quality healthcare for its customers."

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About Allocation Inc:

Allocation Inc. is a leading global pharmaceutical, medical, and surgical wholesaler that has been offering the highest quality products at competitive prices with superior service for over 18 years. Professional expertise, as well as a complete line of generic and brand named pharmaceutical products, allows Allocation Inc. to serve a wide array of healthcare industries including Hospitals, Clinics, Universities, Research Institutions, Healthcare Providers, Various Government Agencies.

About Immuron:

Immuron Ltd (ASX: IMC; OTCQB: IMROY) is a microbiome 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 and sells Travelan® for the prevention of Travellers' diarrhoea, whilst its lead product candidate IMM-124E is in Phase 2b clinical trials for NASH and ASH. These products together with the Company's other preclinical immunotherapy pipeline products targeting immune-related diseases currently under development, will meet a large unmet need in the market.

For more information visit: www.immuron.com

Forward-Looking Statements:

Certain statements made in this release are forward-looking statements and are based on Immuron's current expectations, estimates and projections. Words such as "anticipates," "expects," "intends," "plans," "believes," "seeks," "estimates," "guidance" and similar expressions are intended to identify forward-looking statements. Although Immuron believes the forward-looking statements are based on reasonable assumptions, they are subject to certain risks and uncertainties, some of which are beyond Immuron's control, including those risks or uncertainties inherent in the process of both developing and commercialising technology. As a result, actual results could materially differ from those expressed or forecasted in the forward-looking statements. The forward-looking statements made in this release relate only to events as of the date on which the statements are made. Immuron will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances or unanticipated events occurring after the date of this release except as required by law or by any appropriate regulatory authority.