



Alaven makes first purchase of specific colostral antibodies from Immuron, proceeds with the production and sale of Travelan in the USA

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New York and Melbourne, Australia---[Immuron Ltd.](#) (ASX: IMC ; OTCQX: IMROY), a company specializing in oral immunotherapy and antibody manufacturing, announced today that Alaven Consumer Healthcare, Inc. has concluded its first order from Immuron of specific colostral antibodies which are used to manufacture Travelan, and has initiated online marketing of Travelan in the U.S. through the website www.Travelan.org using product manufactured in the US. The initial internet sales will be followed by sales through other marketing channels, including drugstore chains and travel clinics.

Alaven Consumer Healthcare, Inc. (ACH) is a privately held consumer health products company located in Marietta, Georgia, and is a sister company to Alaven Pharmaceutical LLC, which develops and markets prescription products treating gastroenterological, women's health and anemia conditions.

Travelan addresses travelers' diarrhea (TD), a clinical syndrome resulting from microbial contamination of food and water, due usually to gaps in local sanitation. It is most frequently caused by *E.coli* toxins. According to the US Center for Disease Control (CDC) in 2008, on average, 30%-50% of all travelers to high-risk areas (about 50 millions persons per year) will develop TD during a 1- to 2-week stay, with each case lasting 3-4 days.

Travelan contains antibodies against 16 strains of *E.coli*, including those most frequently seen in tourist destinations and has been shown as effective in providing protection from infection with *E.coli* in numerous double blind placebo controlled clinical studies.

Dr. Oren Fuerst, Head of Business Development of Immuron states: " Alaven Consumer Healthcare had shown its ability to market products online, and their expertise in doing so should further expedite the market penetration plan they had suggested to us last year when we signed the distribution agreement. "

"Travelan is an effective solution to one of the most common annoyances in international travel. We are thrilled with the opportunity to offer this product to U.S. and Canadian international travelers," says David Swenson, General Manager of Alaven Consumer Healthcare, Inc.

[Immuron Limited](#) (IMC.AX ; OTCQX: IMROY) is a biopharmaceutical company focused on oral immunotherapy using dairy-derived health products. Immuron's' antigen-primed antibody manufacturing technology enables it to rapidly develop polyclonal antibody and other protein-based oral therapies to a range of important infectious and immune- mediated diseases, including Metabolic syndrome, Influenza, cancer therapy-related GI tract Mucositis, and HIV/AIDS related immune activation.

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