

## NeuroMetrix Engages IRG for Investor Relations

### Initiates Campaign of Investor Outreach to Strengthen Company Awareness

WALTHAM, Mass.--(BUSINESS WIRE)--May. 24, 2012-- NeuroMetrix, Inc. (Nasdaq: NURO), [www.neurometrix.com](http://www.neurometrix.com), a medical device company focused on the diagnosis and treatment of the neurological complications of diabetes, reported today that it has engaged IRG, LLC (IRG), a prominent, full service corporate communications firm, to serve as its investor relations agency.

IRG will implement a campaign targeting portfolio managers, analysts, and the retail community with the goal of increasing investor awareness of NeuroMetrix and its role in the fast-growing diabetes sector. NeuroMetrix is focused on diabetes-related nerve disease (diabetic peripheral neuropathy or DPN), which is one of the most common complications of diabetes. DPN affects over 50% of people with diabetes and can lead to foot ulcers and amputation. The company currently markets NC-stat® DPNCheck™, a fast, accurate and quantitative point-of-care test for systemic neuropathies including DPN. It recently filed with the Food and Drug Administration a 510(k) premarket notification for the next product in its development pipeline, the SENSUS™ pain management device, which is designed to help patients manage chronic pain such as painful diabetic neuropathy.

“There are significant unmet needs in the diagnosis and treatment of diabetic peripheral neuropathy,” said Shai N. Gozani, M.D., Ph.D., President and CEO of NeuroMetrix. “We are making solid progress in developing medical devices that address the needs of physicians and patients in this area. IRG has the experience to complement our efforts by helping us ensure that the investment community is aware of our activities. We look forward to working closely with IRG.”

IRG, LLC, founded in 1996 as The Investor Relations Group, is a full-service corporate communications firm. The company provides an array of services that include targeted introductions to the investment community as well as the media-at-large through the best of traditional and new media outlets. IRG's services also include the creation of broadcast-ready corporate videos, podcasts, and social media content. IRG is a wholly owned subsidiary of Direct Markets, Inc. For further information, please visit the company's website at [www.IRGnews.com](http://www.IRGnews.com).

### About NeuroMetrix

NeuroMetrix is an innovative medical device company that develops and markets home use and point-of-care devices, associated consumables, and support software for the treatment and management of diabetes and its complications. The company is focused on nerve related complications of diabetes, called diabetic neuropathies, which affect over 50% of people with diabetes. If left untreated, diabetic neuropathies trigger foot ulcers that may require amputation, cause disabling pain, and increase the risk of falling in the elderly. The annual cost of diabetic neuropathies has been estimated at \$14 billion in the United States. The company's products are used by physicians and other clinicians, in retail health settings such as pharmacies, and by managed care organizations to optimize patient care and reduce healthcare costs. The company markets the NC-stat® DPNCheck™ device, which is a rapid, accurate, and quantitative point-of-care test for diabetic neuropathy. This product is used to detect diabetic neuropathy at an early stage and to guide treatment. The company is in late stage development of SENSUS™, a pain management device that will be used to treat painful diabetic neuropathy, a form of chronic intractable pain. Currently, painful diabetic neuropathy is treated pharmacologically, which is a \$2 billion annual market. The company has additional therapeutic products in its pipeline. For more information, please visit <http://www.neurometrix.com>.

Source: NeuroMetrix, Inc.

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