

NeuroMetrix Initiative to Support American Diabetes Association Alert Day®

Patient Outreach May Improve Awareness of Diabetic Peripheral Neuropathy

WALTHAM, Mass.--(BUSINESS WIRE)--Mar. 20, 2012-- NeuroMetrix, Inc. (Nasdaq: NURO), a medical device company focused on the diagnosis and treatment of neurological complications of diabetes announced a patient initiative to support American Diabetes Association Alert Day® which is March 27, 2012. The Company has initiated a program to expand awareness of diabetic peripheral neuropathy (DPN) which affects over 50% of people with diabetes and can lead to foot ulcers and amputation. Under the program, the Company's customers can select from a range of patient outreach materials that provide educational content regarding DPN and the importance of annual foot examinations for patients with diabetes.



The American Diabetes Association Alert Day® is intended to be a "wake-up call" asking Americans nationwide to take the ADA's Diabetes Risk Test to find out if they are at risk for developing type 2 diabetes. The Diabetes Risk Test covers simple questions about weight, age, family history and other potential risk factors for pre-diabetes or type 2 diabetes. Preventative tips are provided for everyone who takes the test, including encouraging those at high risk to talk with their health care provider. For more information: www.diabetes.org/in-my-community/programs/alert-day/

"The American Diabetes Association Alert Day is an important national event," said Shai N. Gozani, M.D., Ph.D., President and Chief Executive Officer, NeuroMetrix. "We believe we can be most supportive by promoting DPN awareness and NC-stat® DPNCheck™, a diagnostic test that is useful in early detection and monitoring of diabetic nerve disease."

About NeuroMetrix

NeuroMetrix is a medical device company focused on the diagnosis and treatment of the neurological complications of diabetes. The Company currently markets products for the detection, diagnosis, and monitoring of diabetic neuropathies such as diabetic peripheral neuropathy and median neuropathy (carpal tunnel syndrome). For more information, please visit www.neurometrix.com.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50209331&lang=en>

Dr. Shai Gozani performs a NC-stat DPNCheck test used to evaluate diabetic peripheral neuropathy.
(Photo: Business Wire)

Source: NeuroMetrix, Inc.

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