

NeuroMetrix Announces Launch of National TV Campaign to Support Quell

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO) has launched national television advertising to promote the company's innovative Quell® Wearable Pain Relief Technology™. The high impact campaign will air nationally, including major news networks such as Fox News, MSNBC and CNBC. The ads feature Natalie Strand, MD, a noted pain management expert who describes the technology as "a paradigm shift in chronic pain relief."

"We are excited about the increased level of consumer awareness that national television advertising provides for Quell," said Frank McGillin, Senior Vice President and General Manager, Consumer of NeuroMetrix. "The new advertising campaign educates consumers about our 100% drug free technology and shares the story of several consumers who have been able to reclaim their lives from chronic pain thanks to Quell." The ads can be viewed on the [Quell YouTube channel](#).

Quell utilizes NeuroMetrix's patented neurostimulation technology to provide 100% drug free, widespread relief from chronic pain. The advanced wearable device is lightweight and can be worn during the day while active, and at night while sleeping. It has been cleared by the FDA for treatment of chronic pain without a prescription. In a recent study, 81% of Quell users reported an improvement in their chronic pain, and 67% reported a reduction in pain medication usage. Quell includes a smartphone app that controls the device in addition to monitoring therapy and sleep metrics. It is available for purchase at www.QuellRelief.com, select retailers, and healthcare professional offices.

About NeuroMetrix

NeuroMetrix is an innovative healthcare company that develops wearable medical technology and point-of-care tests that help patients and physicians better manage chronic pain, nerve diseases, and sleep disorders. The company is located in Waltham, Massachusetts and was founded as a spinoff from the Harvard-MIT Division of Health Sciences and Technology in 1996. For more information, please visit www.NeuroMetrix.com.

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