

NeuroMetrix Announces Agreement With Advantage Consumer Healthcare to Expand Quell™ Retail Distribution

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (NASDAQ:NURO), an innovative health-care 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, today announced an agreement with Advantage Consumer Healthcare to expand distribution of its Quell wearable pain relief technology into mass merchandisers, chain drug stores and other retail opportunities.

Advantage Consumer Healthcare is a leading full-service sales, marketing and supply chain company with strong connections throughout the retail sector. It specializes in launching new products into multiple distribution channels. One area of expertise is managing the transition of healthcare products from prescription to over-the-counter sales. The Advantage leadership team has successfully launched and managed over 45 brands resulting in \$2 billion in retail sales.

"We are excited to have Advantage lead our retail launch. Retail expansion is a key component of our strategy, combined with an ongoing relationship with healthcare professionals," said Frank McGillin, NeuroMetrix Senior VP and GM Consumer. "Advantage demonstrated a unique understanding of the marketplace and how to create new categories within the major US retailers. Their portfolio is primarily high growth, cutting edge brands such as Quell."

Quell is an easy-to-use, over-the-counter device for relief of chronic pain. This first-of-its-kind wearable device utilizes NeuroMetrix's patented, non-invasive nerve stimulation technology to provide 100% drug-free pain relief. It is designed for people with nerve pain, sciatica, osteoarthritis and fibromyalgia, among other conditions. Quell is currently available through select healthcare professionals and online at www.QuellRelief.com.

Greg Bradley, President and CEO of Advantage Consumer Healthcare said, "We are excited about the opportunity to utilize our experience to help NeuroMetrix launch Quell at retail. The time is right for their patented technology and we believe it can make a real difference for millions of Americans suffering from chronic pain."

About NeuroMetrix

NeuroMetrix is an innovative health-care 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.QuellRelief.com and www.NeuroMetrix.com.

About Advantage Consumer Healthcare

Advantage is a full-service sales, marketing and supply chain company that offers a new and unique solution for companies that are focused on OTC health care. Their partners average 25 years of experience and have worked in senior roles with some of the best health care companies in the world. They have also worked with retailers to drive both category and brand sales and profits. <http://www.advantagechc.com>

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