

NeuroMetrix Launches www.SENSUSRx.com

WALTHAM, Mass.--(BUSINESS WIRE)--Nov. 22, 2013-- NeuroMetrix, Inc. (Nasdaq: NURO), a medical device company focused on the diagnosis and treatment of the neurological complications of diabetes, announced the launch of www.SENSUSRx.com. The website provides patients and physicians with a one-stop location for information about chronic pain such as painful diabetic neuropathy and the SENSUS™ Pain Management System. Traditional corporate website content such as investor relations and corporate governance is also accessible.

The SENSUS Pain Management System is a convenient and wearable non-invasive electrical nerve stimulator that offers patients a fast-acting, non-narcotic option for relief from chronic pain. The device is lightweight and can be worn during the day while remaining active, or at night while sleeping. It is specifically designed for people with diabetes that suffer from chronic pain. The most common cause of such pain is painful diabetic neuropathy (PDN), which affects up to 5 million people in the U.S. alone.

www.SENSUSRx.com contains a variety of content including interactive tools to help people evaluate and discuss chronic pain with their physicians, video testimonials of SENSUS users, and product support materials such as an instructional video. The website also contains social media features including a SENSUS blog that will point visitors to the latest relevant research and provide updates on SENSUS and related technologies.

“This new website will provide patients and physicians easy access to information about chronic pain, such as painful diabetic neuropathy (PDN), and the use of SENSUS for pain relief,” said Shai N. Gozani M.D., Ph.D., President and Chief Executive Officer of NeuroMetrix. “PDN is a large problem in the diabetes community. We believe that there is an important role for SENSUS to play in managing pain due to PDN, and that this website will be a useful tool to reach this audience. It contains a wide range of product and disease information that we intend to further expand over time.”

About NeuroMetrix

NeuroMetrix is a medical device company that develops and markets home use and point-of-care devices for the treatment and management of chronic pain, peripheral neuropathies, and associated neurological disorders. The Company is presently focused on diabetic neuropathies, which affect over 50% of people with diabetes. If left untreated, diabetic neuropathies trigger foot ulcers that may require amputation and cause disabling chronic pain. The annual cost of diabetic neuropathies has been estimated at \$14 billion in the United States. The company markets the SENSUS™ Pain Management System for treating chronic pain, focusing on physicians managing patients with painful diabetic neuropathy.

The company also markets the 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. For more information, please visit <http://www.SENSUSRx.com>.

Source: NeuroMetrix, Inc.

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