

## NeuroMetrix Reports Japan Marketing Launch for NC-stat DPNCheck

### Omron Healthcare Showcases Product at Japan Diabetes Society Annual Meeting

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO), an innovative health care company that develops wearable medical technology and point-of-care tests to help patients and physicians manage chronic pain, nerve diseases, and sleep disorders, today reported the marketing launch in Japan of NC-stat® DPNCheck®. Omron Healthcare, the Company's exclusive distributor for Japan and other key Asian markets, is leading the launch. The Annual Meeting of the Japan Diabetes Society is the premier diabetes event for Japanese healthcare professionals and is the venue for initiating the DPNCheck product awareness campaign. The 57<sup>th</sup> Annual Meeting of the Japan Diabetes Society is being held at the Osaka International Convention Center during May 22 to 24, 2014.

NC-stat DPNCheck is a rapid, accurate and quantitative point-of-care test to detect diabetic peripheral neuropathy, or DPN, at an early stage allowing physicians to select appropriate treatment. DPN is the most common complication of diabetes, affecting over half of people with diabetes. DPN causes significant morbidity including pain, increased risk of falling in the elderly, and is the primary trigger for diabetic foot ulcers which may require lower extremity amputations.

Diabetes is a major health issue in Japan affecting over 7 million people or 7.6% of its adult population. Japan is also a unique market. It has a combination of physician reimbursement for nerve conduction testing and an approved pharmacological agent for treating diabetic peripheral neuropathy. As the home market for Omron Healthcare, Omron has a strong presence through complimentary products and broad, established distribution. Omron is currently guiding DPNCheck through the Japan regulatory process which is expected to conclude during this quarter.

Luminaries at this year's Annual Meeting of the Japan Diabetes Society include Andrew J.M. Boulton, M.R.C.P. (UK), M.D., F.R.C.P., Professor of Medicine, University of Manchester and Consultant Physician, Manchester Royal Infirmary, Manchester, UK, and Professor of Medicine, Diabetes Research Institute, University of Miami; and Jiro Nakamura, M.D., Ph.D., Professor, Division of Diabetes, Department of Internal Medicine, Diabetes Center at the Aichi Medical University School of Medicine, Nagakute, Japan. Dr. Boulton and Dr. Nakamura both serve on the NeuroMetrix Scientific Advisory Board. Professor Boulton will deliver a keynote presentation on May 23<sup>rd</sup> at the Annual Meeting entitled "Diagnosis and Management of Diabetic Neuropathy and its Endpoints". Professor Nakamura will Chair several sessions at the Annual Meeting including "The Imperceptible Advance of Neuropathy: from Peripheral Nerve Disorder to Dysautonomia". DPNCheck will receive attention during these scientific sessions and will figure prominently at the Omron Healthcare booth at the Annual Meeting.

Product information is available at <http://www.DPNCheck.com>.

### About Omron

Omron Healthcare, headquartered in Kyoto, Japan, is a global leader in health care monitoring. The company offers a wide range of devices and services that help prevent and manage lifestyle diseases such as blood pressure monitors, body composition monitors and activity counters as well as medical devices such as vascular screening devices and visceral fat monitors in more than 100 countries. For more information on Omron Healthcare, visit [www.healthcare.omron.co.jp/english/](http://www.healthcare.omron.co.jp/english/).

### 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 has a major focus 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™ device for treating chronic pain, focusing on physicians managing patients with neuropathic pain such as painful diabetic neuropathy. The Company also markets DPNCheck, which is a rapid, accurate, and quantitative point-of-care test for peripheral neuropathies such as diabetic neuropathy. This product is used to detect neuropathies at an early stage and to guide treatment. For more information, please visit <http://www.NeuroMetrix.com>.

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