

## NeuroMetrix Enters Into Agreement with Simplex Healthcare for Distribution of the SENSUS Pain Management System

WALTHAM, Mass.--(BUSINESS WIRE)--Sep. 24, 2013-- [NeuroMetrix, Inc.](#) (Nasdaq: NURO), a medical device company focused on management of chronic pain and peripheral neuropathies, today announced that it had entered into an agreement with the Diabetes Care Club LLC, a wholly owned subsidiary of Simplex Healthcare, for the mail order distribution of the SENSUS™ Pain Management System to Medicare patients. Diabetes Care Club is one of the largest providers of mail-order diabetes supplies in the United States. It is one of only 19 companies authorized by the Centers for Medicare and Medicaid Services (CMS) to distribute diabetes testing supplies to Medicare beneficiaries via mail-order.

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.

"Our customer feedback indicates that diabetic nerve pain is common in our patients, and that they have a strong interest in a pain relief option such as SENSUS," said Michael Iskra, Simplex Healthcare Chief Executive Officer, "This is an opportunity for us to expand our product offerings to address a common complication of diabetes in support of our patients and we look forward to having success with SENSUS."

"Simplex Healthcare is an important business partner in our strategy to develop widespread distribution for SENSUS through multiple channels," said Shai N. Gozani M.D., Ph.D., NeuroMetrix President and Chief Executive Officer. "Diabetes Care Club represents a premier mail-order brand with a strong focus on improving the health of people with diabetes. Their focus on customer service and operations compliments our core strengths in product innovation and clinical performance. People with painful diabetic neuropathy will benefit from this partnership."

### About Simplex Healthcare and Diabetes Care Club

Diabetes Care Club, a Simplex Healthcare brand, has grown to become the third largest mail order supplier of diabetic testing supplies for seniors. The company provides home delivery of medical supplies for patients with diabetes and a social network that offers help, support and information for people living with the disease. For additional information, visit [www.DiabetesCareClub.com](http://www.DiabetesCareClub.com) and [www.SimplexHealthcare.com](http://www.SimplexHealthcare.com).

### 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 and peripheral neuropathies. 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.neurometrix.com>.

Source: NeuroMetrix, Inc.

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