

NeuroMetrix Announces Availability of Quell at Target

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO) announced today that Quell® will be included in a new digital health initiative in over 500 Target® stores nationwide beginning in April.

"We are delighted that Target will include Quell in their digital health program," said Frank McGillin, SVP and General Manager, Consumer at NeuroMetrix. "Consumer demand for innovative digital health solutions is booming as shown in a recent study from Accenture reporting that 72% of US consumers believe technology is important to managing their health. Quell technology provides relief from chronic pain that is enhanced by meaningful insight into therapy and sleep trends through its smartphone app and the Quell Health Cloud."

According to Mark P. Jones, Buyer - Target Health & Wellness, "To further meet the health and wellness needs of our Guests, Target is excited to offer connected health devices in select stores and at Target.com, including Quell products, starting in spring 2016."

Quell is FDA cleared and designed for millions of people suffering from chronic pain. The latest version of Quell gives users the option to start, stop, and adjust therapy discreetly via their smartphone. It also enables advanced sleep tracking that provides feedback on eight dimensions of sleep including sleep duration, quality, body position, time out of bed, and repetitive leg movements throughout the night. In addition to Target, Quell is available at select healthcare professionals and retailers.

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.NeuroMetrix.com.

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