

## NeuroMetrix Wins Electronics Retailer Association Award for Quell TV Advertising

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (NASDAQ:NURO) today announced that the Company's Quell® Wearable Pain Relief Technology™ has won the Electronics Retailer Association [Moxie Award](#) for the Best Health Show 2016. This Moxie award recognizes the year's best direct response television campaigns.

"We are proud that Quell advertising was recognized with the prestigious Moxie award," said Frank McGillin, Senior Vice President and General Manager, Consumer. "Quell is a breakthrough for the 100 million Americans suffering from chronic pain, and we are pleased that our television campaign is effectively communicating our message."

### About Quell Wearable Pain Relief Technology

Quell is FDA cleared and designed for the millions of people suffering from chronic pain. The advanced wearable technology delivers 100% drug free pain relief and is available without a prescription. Quell can be used during the day while active, and at night while sleeping. Quell gives users the option to start, stop, and adjust therapy discreetly via their smartphone. It also provides therapy utilization and advanced sleep tracking. Quell is available at select healthcare professionals and retailers. To find a Quell retailer, visit the [Store Locator](#) at [QuellRelief.com](#).

### About the Electronic Retailing Association

The Electronic Retailing Association (ERA) serves as the exclusive trade association representing the \$350 billion direct-to-consumer marketplace. ERA membership spans the globe to encompass all levels of direct marketers, from start-up companies to global leaders that employ the power of direct response to market across all platforms including television, digital media and radio to achieve a consumer-direct, measurable and accountable response. ERA can be visited on the Internet at [www.retailing.org](http://www.retailing.org).

### About NeuroMetrix

NeuroMetrix is a commercial stage, innovation driven healthcare company combining bioelectrical and digital medicine to address chronic health conditions including chronic pain, sleep disorders and diabetes. The company's lead product is Quell®, an over-the-counter wearable therapeutic device for chronic pain. Quell is integrated into a digital health platform that helps patients optimize their therapy and decrease the impact of chronic pain on their quality of life. The company also markets DPNCheck®, a rapid point-of-care test for diabetic neuropathy, which is the most common long-term complication of Type 2 diabetes. The company maintains an active research effort and has several pipeline programs, including a therapeutic device for restless leg syndrome. 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](http://www.NeuroMetrix.com).

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