NeuroMetrix Launches Website for SENSUS™ Pain Management System

The Associated Press

WALTHAM, Mass.--(BUSINESS WIRE)--Jan 30, 2013--NeuroMetrix, Inc. (Nasdaq: NURO), www.neurometrix.com, a medical device company focused on the diagnosis and treatment of the neurological complications of diabetes, announced that is has launched a website (www.neurometrix.com/sensus) for the SENSUS Pain Management System. The website provides patients, physicians and durable medical equipment (DME) suppliers with a one-stop Internet portal for SENSUS information and support material.

SENSUS is a transcutaneous electrical nerve stimulator intended for the symptomatic relief and management of chronic intractable pain in the lower legs and feet. It offers physicians and their patients advanced medical technology in a light weight, low profile device worn on the upper calf that is activated by the press of a single button. The Company's marketing efforts for SENSUS are targeted at patients with diabetes who suffer from chronic pain, most commonly due to painful diabetic neuropathy. It is partnering with a growing network of DME suppliers responsible for physician detailing, supplying product to patients, and insurance billing.

"The SENSUS website provides convenient, comprehensive product support," said Shai N. Gozani M.D., Ph.D., President and Chief Executive Officer of NeuroMetrix. "Since we launched SENSUS several weeks ago we have been encouraged by the interest we've seen from physicians and patients. This new website is a tool to reach a growing audience. It contains a wide range of product and disease information that we intend to expand over time." About NeuroMetrix NeuroMetrix is an innovative medical device company that develops and markets home use and point-of-care devices for the treatment and management of diabetic neuropathies, which affect over 50% of people with diabetes. If left untreated, diabetic neuropathies trigger foot ulcers that may require amputation, cause disabling chronic pain, and increase the risk of falling in the elderly. The annual cost of diabetic neuropathies has been estimated at $14 billion in the United States. The company's products are used by physicians and managed care organizations to optimize patient care and reduce healthcare costs. The company markets the NC-stat ® 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. The company also markets the SENSUS ™ Pain Management System for treating chronic pain, focusing on physicians managing patients with painful diabetic neuropathy. The company has additional therapeutic products in its pipeline. For more information, please visit http://www.neurometrix.com.

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