

## NeuroMetrix Showcases Quell Wearable Pain Relief Technology at the 2016 SXSW Show

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO) today announced that Quell® Wearable Pain Relief Technology™ will be featured at the SXSW Health & MedTech Expo from March 12-13<sup>th</sup> in Austin, Texas.

SXSW attendees can learn more about the latest generation of Quell technology at Stand #26 in the Health & MedTech section of SXSW. NeuroMetrix will also be one of an exclusive group of awards finalists that will participate in the SXSW Interactive Innovation Finalist Showcase. The Interactive Innovation Awards will take place on Tuesday, March 15 at 7:00 p.m. CDT at the Hilton Austin Downtown. NYC-based comedian and actress Brooke Van Poppelen will host this year's Innovation Awards Ceremony with special guest, singer songwriter, Julian Velard.

"We are excited to participate for the first time at SXSW and to contribute to the growing trend of digital health and meaningful innovation in wearable technology," said Shai N. Gozani, M.D., Ph.D.

Quell is an easy-to-use, over-the-counter device for relief of chronic pain. This wearable device utilizes NeuroMetrix's patented neurostimulation technology to provide pain relief. In a recent clinical study, Quell improved chronic pain in 81% of participants. Quell is currently available through select healthcare professionals, retailers, and online at [www.QuellRelief.com](http://www.QuellRelief.com).

### About SXSW Interactive Festival

The SXSW Interactive Festival is an incubator of cutting-edge technologies and digital creativity. The Health & MedTech event is an integral part of SXSW Interactive featuring compelling presentations and panels.

### About NeuroMetrix

NeuroMetrix is an innovative healthcare 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](http://www.NeuroMetrix.com).

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