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NeuroMetrix Reports Successful Marketing Launch of NC-stat(R)|DPNCheck(TM) at the American Diabetes Association 71st Scientific Sessions

WALTHAM, Mass., Jul 06, 2011 (BUSINESS WIRE) --

NeuroMetrix, Inc. (Nasdaq: NURO) announced today that it met its planned marketing launch date for NC-stat® |DPNCheck™, which is a fast, accurate, and quantitative test for the evaluation of systemic neuropathies such as diabetic peripheral neuropathy (DPN). The launch occurred at the American Diabetes Association 71st Scientific Sessions in San Diego, CA on June 24-28, 2011. NC-stat DPNCheck measures sural nerve conduction velocity and response amplitude, which are standard biomarkers for diabetic peripheral neuropathy. The device is a modified version of the widely used NC-stat® device which has been shown to accurately detect DPN.

"The reception to NC-stat DPNCheck at this important diabetes conference exceeded our optimistic expectations," said Shai N. Gozani M.D., PhD., President and Chief Executive Officer of NeuroMetrix. "Booth traffic was strong and we performed numerous, live demonstrations of the product. A large number of US based endocrinologists expressed an interest in evaluating the product within their practice. This was encouraging as we complete recruitment and training of our direct US endocrinology sales force and plan to make NC-stat DPNCheck commercially available for evaluations and purchase in September. We also received substantial international interest, particularly from physicians in Western Europe, India, Australia, and Mexico."

In addition to marketing efforts at the exhibition booth, the Company met its clinical and scientific objectives for the meeting. There was a positive and informative meeting of the diabetes scientific advisory board during which the board further developed plans for clinical studies that the Company believes will support expanded market adoption and eventually reimbursement coverage by commercial and governmental payers. Also, the Company presented two scientific posters relevant to the NC-stat DPNCheck program. They were titled:

- | ["Loss of Sural Responses Estimated by a Rapid and Easily Administered Technique Identifies Greater Neuropathy Severity and Risk in a General Diabetes Population"](#) Gozani SN and Vinik AI.
- | ["A Rapid, Low-Cost, Point-of-Care Test for Diabetic Peripheral Neuropathy"](#) Boettcher B. et al.

These posters generated lively discussions and expressions of interest in using the technology by academic researchers around the world. The Company believes that use within large studies sponsored and funded by NIH and other domestic and international agencies will encourage and support commercial adoption.

About NeuroMetrix

NeuroMetrix is a science-based health care company improving patient care through neurotechnology. The company develops and markets innovative products for the detection, diagnosis, and monitoring of peripheral nerve disorders such as those associated with diabetes and carpal tunnel syndrome. For more information, please visit www.neurometrix.com.

SOURCE: NeuroMetrix

NeuroMetrix, Inc.
Thomas T. Higgins, 781-314-2761
CFO
neurometrix.ir@neurometrix.com