

NeuroMetrix Announces That Quell Is Featured in Huffington's New Thrive Global Platform

WALTHAM, Mass.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO, NUROW) announced today that its Quell® Wearable Pain Relief Technology™ is featured in the new Thrive Global commerce platform, including the online store at ThriveGlobal.com and Retail Pop Up Experience in New York City from December 1st to January 15th.

Thrive Global's commerce platform offers a curated selection of the latest and best technology and products for well-being and performance. Along with its scientific advisory board and academic partners, Thrive Global's team vetted hundreds of the latest health and well-being products, services and technologies, and are showcasing the ones that meet their standards for quality, impact and behavior change. This includes best-in-class leaders in the health and well-being space and emerging forward thinking technologies.

"We are thrilled to partner with Thrive Global, Arianna Huffington's groundbreaking venture to offer Quell to consumers looking for the latest innovations in health and wellbeing," said Frank McGillin, NeuroMetrix Senior Vice President & Chief Commercial Officer. "We align strongly with Thrive Global's mission and are excited to be a part of this exciting new concept."

Thrive Global's Founder Arianna Huffington said, "We are a company deeply rooted in science and dedicated to helping people go from knowing what to do to bring more well-being into their lives to actually doing it. I'm so excited about the amazing collection of products, services and technologies we're featuring at Thrive Global that will help people improve their well-being and productivity and lead healthier and more joyful lives."

About Quell

Quell is designed for millions of people suffering from chronic pain. The advanced wearable device is lightweight and can be worn during the day while active, and at night while sleeping. It has been cleared by the FDA for treatment of chronic pain without a prescription. In a recent study, 81% of Quell users reported an improvement in their chronic pain. Quell users can start, stop, and adjust therapy discreetly via the optional Quell Relief app. Quell also offers 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. Quell was the winner of the 2016 SXSW (South by Southwest) Innovation Award for Best Wearable Technology. Quell is available at select healthcare professionals and retailers.

Visit QuellRelief.com for more information.

About Thrive Global

Thrive Global was founded by Arianna Huffington with the mission to end the stress and burnout epidemic by offering companies and individuals sustainable, science-based solutions to enhance both well-being and performance. The Thrive Global Store is the answer to the growing consumer demand for a trusted place to discover the best in health and well-being, curated for you. In collaboration with its scientific and academic partners, Thrive Global has vetted hundreds of the latest health and well-being products, services and technologies.

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.

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