

## NeuroMetrix Named a 50+ Innovation Leader

*Inaugural initiative of AARP and MedCity News showcases companies and people delivering cutting-edge healthcare solutions for the 50+ market*

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- NeuroMetrix, Inc. (Nasdaq: NURO) announced today that it was selected as one of the healthcare industry's [50+ Innovation Leaders](#) under an AARP initiative administered by MedCity News to recognize entrepreneurs, companies, and ideas behind innovative new products and services for Americans aged 50 and older.

The winners of the inaugural 50+ Innovation Leaders program were revealed today during the [AARP Innovation@50+ LivePitch](#) event by representatives of MedCity News and AARP.

NeuroMetrix is applying neurotechnology to address the chronic pain epidemic with a 100% drug free, wearable technology solution called [Quell<sup>®</sup>](#). The FDA cleared device works by stimulating the sensory nerves in the upper calf, which carry neural pulses to the brain, activating the body's natural pain blockers. Quell was designed to meet the needs of people with conditions like arthritis, back pain, leg pain, and nerve pain, who are looking for better options to manage their pain without side effects.

"Quell empowers those living with chronic pain to reclaim their life through advanced technology. Being recognized as a 50+ Innovation Leader confirms that we are serving the chronic pain community well, and will continue to provide innovative, alternative options for treatment," said Shai N. Gozani, M.D., Ph.D., President and CEO of NeuroMetrix. "We are always striving to provide solutions for the over 100 million Americans feeling the effects of chronic pain."

"AARP works to empower people to choose how they live as they age," said Jeffrey Makowka, AARP's Director of Market Innovation. "We are pleased to join MedCity News in showcasing entrepreneurs who are driving change and improvements in the healthcare industry for the more than 100 million Americans aged 50 and older. We congratulate the remarkable winners who have been recognized by their peers for their innovation leadership."

In late 2016, MedCity News and AARP issued a call for nominations for entrepreneurs, investors, companies, and nonprofit collaborations. Determined by a reader vote, the winners include leaders and companies offering healthcare delivery, medication management, and smart wearables.

The full list of winners can be seen at [medcitynews.com/50-plus-innovation-leaders/](http://medcitynews.com/50-plus-innovation-leaders/).

### About AARP

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. With nearly 38 million members, and offices in every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and advocate for what matters most to families with a focus on health security, financial stability and personal fulfillment. AARP also works for individuals in the marketplace by sparking new solutions and allowing carefully chosen, high-quality products and services to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation publications, AARP The Magazine and AARP Bulletin. To learn more, visit [www.aarp.org](http://www.aarp.org) or follow @AARP and @AARPadvocates on social media.

### About MedCity News

MedCityNews is the leading online news source for the business of innovation in healthcare. We offer insight into what's next and what matters with a mix of breaking news and analysis on startups and established industry leaders, personalities, policies and the most important deals. Learn more at [www.medcitynews.com](http://www.medcitynews.com) or follow @medcitynews on social media.

### 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<sup>®</sup>, 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. 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 [NeuroMetrix.com](http://www.NeuroMetrix.com).

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