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FOR IMMEDIATE RELEASE:

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Neuronetrix to launch the COGNISION™ System, a new cognitive testing device – Also announces a Request For Proposals for innovative uses of the System

Louisville, KY (March 28, 2011) — Neuronetrix today announced that it will initiate sales to the research market of the COGNISION™ System, a new cognitive testing device, at the Cognitive Neuroscience Society (CNS) 18th Annual Meeting, to be held April 2-5, 2011 in San Francisco.

Neuronetrix also announced a Request For Proposals for researchers who are interested in using the COGNISION™ System in scientifically innovative research, and especially in research which may lead to clinically or commercially useful applications. Up to five such grants will be awarded. Each approved grant request will include a complete COGNISION™ System plus all license fees, support, and maintenance for one year. To apply for the grant, follow this link: CNS2011 RFP.

The COGNISION™ System

COGNISION™

The COGNISION™ System is a proprietary, innovative, and highly advanced platform which enables objective assessment of cognitive function by using a non-invasive technology called auditory event-related potentials (ERP). In the COGNISION™ System, ERPs are generated in response to auditory stimuli to accurately measure the cognitive performance of a patient's brain. The COGNISION™ System combines many useful and unique features, including:

- active electrodes which provide extremely high signal-to-noise ratios and reduced artifacts,
- convenient Hydro-Dot® Biosensors which are easy to apply and deliver very low skin contact impedance,
- an online library of standard ERP protocols plus the flexibility for user-developed protocols,
- an ERP Viewer module to visualize and analyze many ERP features
- proprietary pattern recognition algorithms to automatically classify the subject's brainwave signatures, and
- a robust Subject Manager module which is fully HIPAA compliant.

The COGNISION™ System can be used as a research tool in broad applications, such as: research in cognition and cognitive processes, brain-computer interface, neuro-marketing, learning disabilities, neurological diseases, and varied clinical

trial applications such as efficient patient recruitment, drug effect monitoring, clinical trial endpoints, and post-hoc cohort segmentation.

Clinical Studies

In December 2010, Neuronetrix initiated a large multi-center clinical study at the University of Pennsylvania, Duke University, the Sanders-Brown Alzheimer's Disease Center at the University of Kentucky, and The Memory Clinic in Bennington, Vermont. The study is intended to validate ERP biomarkers as an accurate and reliable measure of cognitive impairment. The company is also planning a longitudinal follow-up study to validate their ERP biomarkers as a measure of progressive cognitive decline.

Neuronetrix previously completed a pilot clinical study with Alzheimer's patients and healthy controls at the University of Kentucky. The pilot study validated the high data quality and ease of use of the COGNISION™ System in a clinical setting.

"Because of the low cost, ease of use, and many technical advances versus previous ERP systems, the COGNISION™ System has the potential to bring new utility and value to the use of ERP technology in both the research and clinical arenas", said K.C. Fadem, Co-Founder & President of Neuronetrix.

About Neuronetrix

Neuronetrix is an emerging med-tech company focused on revolutionizing the diagnosis of patients with neurologic disorders by providing accurate and meaningful diagnostic information to physicians early in the disease process.

Information about Neuronetrix is available at http://www.neuronetrix.com or by contacting Rich Voss at rvoss@neuronetrix.com, or (502) 561-9040, x7003.