

Neuronetrix

June 27, 2012

FOR IMMEDIATE RELEASE:

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Miss Kentucky Reigns Attention on Alzheimer's Disease and Neuronetrix

Louisville, KY (June 27, 2012) — The reigning Miss Kentucky, Ann-Blair Thornton, continues to bring needed attention to a very personal cause – helping to marshal resources in the fight against Alzheimer's disease.

Ann-Blair's Miss Kentucky platform issue is Alzheimer's Awareness & Research. Her platform was inspired by one of her grandparent's own struggle with the disease. She formed a support group for teens impacted by the disease and has worked to raise money for research. She also sewed the names of people with Alzheimer's whom she met as Miss Kentucky into the back of her pageant sash "as a reminder of her purpose," according to a news release from the Miss America Organization.



Miss Kentucky, Ann-Blair Thornton with Neuronetrix president, K.C. Fadem and the COGNISION™ System

Ms. Thornton recently visited the headquarters of Louisville-based Neuronetrix, developers of the COGNISION™ System. COGNISION™ is expected to be the first test available for widespread evaluation of an individual's cognitive function in suspected cases of Alzheimer's disease and other forms of dementia.

"It is highly gratifying that Ann-Blair, our reigning Miss Kentucky, possesses such a deep and personal interest in Alzheimer's. This is a devastating disease, primarily to those afflicted, but also to their caretakers and other loved ones," said K.C. Fadem, President of Neuronetrix. "One of our major challenges as a developing company is to bring increased awareness and interest in Alzheimer's disease therapeutic trials. We hope that Neuronetrix can make an important and significant impact in the search for a treatment for this terrible disease, and we greatly appreciate the support of Ann-Blair Thornton, our Miss Kentucky."

About COGNISION™

Neuronetrix's COGNISION™ System is a proprietary ERP (event-related potential) device which can be used by academic and clinical researchers in investigations of many cognitive processes and neurological disorders. ERPs provide a direct physiologic measure of cognitive processing and have shown promise as biomarkers for early diagnosis of Alzheimer's disease. ERP

biomarkers may also provide an accurate method to track disease progression, and for quickly evaluating drug response in clinical trials. Currently, the COGNISION™ System is in clinical trials at multiple sites across the country, led by the Sanders-Brown Center on Aging at the University of Kentucky. The COGNISION™ is also being used in other companies' clinical studies for therapies to treat neurological disorders.

About Neuronetrix

Neuronetrix is an emerging med-tech company focused on revolutionizing the diagnosis and treatment of patients with neurological disorders, by providing accurate and meaningful diagnostic information 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.



The COGNISION™ System