



July 16, 2015

FOR IMMEDIATE RELEASE:

Contact:

Matt Ullum

Neuronetrix

1044 E. Chestnut St.

Louisville KY 40204

(502) 561-9040, x7002

[mullum@neuronetrix.com](mailto:mullum@neuronetrix.com)

[www.neuronetrix.com](http://www.neuronetrix.com)

## **Neuronetrix to gain significant exposure with key Alzheimer's stakeholders at AAIC**

Louisville, KY (July 16, 2015) — [Neuronetrix](http://www.neuronetrix.com) will gain significant exposure next week at the Alzheimer's Association International Conference® (AAIC) in Washington, DC. The AAIC is the world's largest forum for the dementia research community. International investigators, clinicians, and care providers gather annually to share the latest study results, theories, and discoveries to bring the world closer to breakthroughs in the fight against dementia. As part of the conference schedule Neuronetrix will be featured in two oral presentations, three poster presentations, and will be performing product demonstrations during daily exhibit sessions.

Neuronetrix will play a strategic role in an oral presentation session on the use of electrophysiological measures in the evaluation and treatment of Alzheimer's disease. Neuronetrix will present the results of its own clinical trial that validates the COGNISION™ System as a practical and sensitive biomarker for Alzheimer's disease. COGNISION™ will be featured in a second presentation by Dr. Todd Solomon of the Boston Center for Memory as he speaks on behalf of Onnit Labs about the positive cognitive effects of Onnit's commercial nutraceutical Alpha Brain®.

One of the three poster presentations will report results collected with Neuronetrix's COGNISION™ System as part of a clinical trial of ANAVEX 2-73, a drug being developed by Anavex Life Sciences Corp. to improve cognitive performance for those suffering from Alzheimer's disease. In this trial COGNISION™ is being used as an endpoint to establish a functional relationship between drug dosing and cognitive changes. A second poster will report on a large, multi-center clinical trial which investigated the relationship between electrophysiological measures collected with the COGNISION™ System and standard cognitive tests. COGNISION™ will be highlighted in a third poster which discusses the results from the Alpha Brain® clinical trial.

"This broad reaching exposure with Alzheimer's thought leaders reinforces Neuronetrix's expertise with clinicians and researchers, strengthens our relationships with pharma companies, and showcases the exceptional capabilities of our COGNISION™ System. This will all make a significant impact on our upcoming product release," said Matt Ullum, Vice President, Business Development for Neuronetrix.

## About COGNISION™

COGNISION™ is a breakthrough cognitive testing system used by both physicians and scientists to identify and evaluate cognitive disorders such as Alzheimer's disease, ADHD, and traumatic brain injury, and others in an easy and noninvasive way.



## About Neuronetrix

Neuronetrix is transforming the diagnosis of patients with cognitive disorders by providing accurate and meaningful diagnostic information to health care professionals early in the disease process. This information is critical to clinicians who wish to provide optimal care for their patients and to scientists who are searching for ways to treat these devastating disorders.

Information about Neuronetrix is available at <http://www.neuronetrix.com> or by contacting Matt Ullum at [mullum@neuronetrix.com](mailto:mullum@neuronetrix.com), or (502) 561-9040, x7002.