

Press Release

For Immediate Release

NEURONETICS NAMED PM360 TRAILBLAZER FINALIST FOR MEDICAL DEVICE COMPANY OF THE YEAR

MALVERN, PA, September 1, 2015 — *PM360*, a publication for marketing decision-makers in the pharmaceutical, biotech, and medical device industries, recently named Neuronetics as a Trailblazer Company of the Year finalist for the Medical Device category.

Neuronetics, Inc. is a privately held medical device company focused on developing non-invasive therapies for psychiatric and neurological disorders using MRI-strength magnetic field pulses. Based in Malvern, PA, Neuronetics is the leader in the development of Transcranial Magnetic Simulation (TMS) Therapy, a non-invasive form of neuromodulation. Their NeuroStar TMS Therapy® System is FDA cleared for the treatment of depression in patients who have not benefitted from prior antidepressant medication.

“We are honored that the *PM360* Selection Committee has chosen Neuronetics as a finalist for Medical Device Company of the Year. The NeuroStar TMS Therapy® System is making a profound contribution to the well-being of depression patients and their families, and we are continually striving to increase patient access to this potentially life-changing treatment,” said Neuronetics’ President and CEO, Chris Thatcher.

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. The Company of the Year judging criteria included: Innovation in Marketing and Advertising (pursuit of excellence and innovation across the board in advertising, sales, public relations and communication); Talent Development (a record of attracting, developing and keeping talent); and Social Responsibility (supporting patient access, civic and global involvement and environmental consciousness).

Companies of the Year are selected in five categories: Pharma/Biotech, Medical Device, Specialty Pharma/Biotech, Advertising Agency and Best Vendor/Supplier.

“Each of our Company of the Year finalists have succeeded in all of the aspects that make an organization truly great,” says Anna Stashower, CEO and Publisher of *PM360*. “From discovering new ways to help or reach patients to encouraging their employees to make the world a better place outside of their day-to-day job, these companies have proven to be enviable models that others should follow.”

Finalists are acknowledged and winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on September 25th, 2015. Profiles of all of the night's winners will appear in *PM360's* October issue.

You can follow the awards real-time on Twitter at www.twitter.com/pm360online.

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About PM360

PM360 is the premier source for information that product managers and pharma marketing professionals need to succeed in the complex, ever-changing healthcare environment. *PM360* offers invaluable perspective on important industry issues through a full-circle combination of how-to information and thoughtful career insights. The *PM360* Trailblazer Awards span five categories, including Company of the Year, Lifetime Achievement, Marketer of the Year, Brand Champion Awards, and Initiative Awards.

About NeuroStar TMS Therapy®

The NeuroStar TMS Therapy System is indicated for the treatment of Major Depressive Disorder in adult patients who have failed to receive satisfactory improvement from prior antidepressant medication in the current episode. NeuroStar TMS Therapy is a non-systemic (does not circulate in the bloodstream throughout the body) and non-invasive (does not involve surgery) form of neuromodulation. It stimulates nerve cells in the brain by delivering highly focused MRI-strength magnetic field pulses which lead to modulation of cortical and deep brain structures known to be involved in mood regulation. The treatment is available by prescription and typically administered daily for 4-6 weeks.

The NeuroStar TMS Therapy System was FDA-cleared in 2008 on the basis of the largest randomized controlled trial evaluating TMS in depression¹. In a second, independent NIMH-sponsored randomized controlled trial, patients treated with TMS using a clinical trial version of the NeuroStar TMS System were four times more likely to achieve remission compared to patients receiving sham treatment (P=0.0173, odds ratio=4.05)². The most common side effect of NeuroStar TMS Therapy is pain or discomfort at or near the treatment site. It is contraindicated in patients with non-removable conductive metal in or near the head.

More than 230 million people in the U.S. have access to insurance covering NeuroStar TMS Therapy.

For full safety and prescribing information, visit www.NeuroStar.com.

¹ O'Reardon JP, et al. (2007). Efficacy and Safety of Transcranial Magnetic Stimulation in the Acute Treatment of Major Depression: A Multisite Randomized Controlled Trial. *Biol Psychiatry*, 62(11):1208-1216

² George MS, et al. (2010). Daily Left Prefrontal Transcranial Magnetic Stimulation Therapy for Major Depressive Disorder: A Sham-Controlled Randomized Trial. *Arch Gen Psychiatry*, 67(5):507-516.

About Depression

Major depressive disorder is one of the most common mental disorders in the United States. It affects about 25 million Americans, and it's estimated that about four million patients do not benefit from standard treatments for depression, even after repeated treatment attempts. People with depression may experience a range of physically and emotionally debilitating symptoms, including anxiousness, sadness, irritability, fatigue, changes in sleep patterns, loss of interest in previously enjoyable activities and digestive problems.

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