

**NeuroStar TMS Therapy® Receives Prestigious *Popular Science* Award**  
*Innovative device for the treatment of depression named one of 2009's "Best of What's New"*

**Malvern, PA [November 12, 2009]**

**Quick Facts**

- Neuronetics' NeuroStar® Transcranial Magnetic Stimulation (TMS) Therapy has been selected by *Popular Science* as one of the "Best of What's New" in the health category for 2009, announced in November.
- NeuroStar TMS Therapy is the first and only non-systemic (does not circulate in the bloodstream) and non-invasive (does not involve surgery) depression treatment cleared by the FDA.
- NeuroStar is effective and safe in the treatment of depression; it provides a new and unique option for the millions of depressed patients who have not benefited from prior antidepressant medications\*.
- Prior to the availability of NeuroStar TMS Therapy, many depressed patients without improvement to antidepressants had only limited options, including complex and often unproven regimens of multiple drugs, or for the more severe cases, invasive procedures.
  - Unlike these alternatives, NeuroStar TMS Therapy does not cause systemic side effects such as weight gain, sexual dysfunction, nausea, dry mouth, or sedation.

**Spokespeople Comments**

"We are very proud to have our NeuroStar TMS Therapy system honored as a recipient of this year's *Popular Science* Best of What's New Award. The announcement is a great testament to the numerous researchers, engineers, designers, and clinicians who have been working tirelessly to bring this innovative medical device to the millions of people in need of a new treatment option for depression," said Neuronetics' President and CEO, Bruce Shook.

"For 22 years, *Popular Science* has honored the innovations that surprise and amaze us – those that make a positive impact on our world today and challenge our views of what's possible in the future." said Mark Jannot, Editor-in-Chief of *Popular Science*. "The 'Best of What's New' Award is the magazine's top honor, and the 100 winners – chosen from among thousands of entrants – represent the highest level of achievement in their fields."

**NeuroStar TMS Therapy: Key Facts**

- NeuroStar TMS Therapy was cleared by the FDA in October 2008. NeuroStar TMS Therapy is specifically indicated for the treatment of Major Depressive Disorder in adult patients who have failed to achieve satisfactory improvement from one prior antidepressant medication at or above the minimal effective dose and duration in the current episode.
- In an open-label clinical trial, which is most like real world clinical practice, approximately 1 in 2 patients experienced significant improvement in symptoms, and 1 in 3 experienced complete symptom resolution.
- There were no systemic side effects observed with TMS Therapy, such as weight gain and sexual dysfunction. The most common adverse events related to treatment were scalp pain or discomfort at the treatment area during active treatments.

**NeuroStar TMS Therapy: How it Works**

- Treatment with NeuroStar TMS Therapy activates nerve cells in an area of the brain that is linked to depression, by delivering highly focused MRI-strength magnetic field pulses.
- The treatment is a 40-minute outpatient procedure that is performed under supervision of a psychiatrist, does not require anesthesia or sedation, and is administered daily for 4-6 weeks.

NeuroStar TMS Therapy may not be effective for all patients with depression and is contraindicated in patients with metallic implants in or around the head.

### **NeuroStar TMS Therapy: Availability**

Treatment with NeuroStar TMS Therapy is available by prescription only from a psychiatrist. It is available or will soon be available at more than 100 treatment centers in the US. For specific information on treatment locations with NeuroStar TMS Therapy, please visit [www.NeuroStarTMS.com](http://www.NeuroStarTMS.com) or call the Neuronetics Customer Service Center at (877) 600-7555.

### **Facts About Depression**

Depression can affect anyone, regardless of race, age, gender or lifestyle.

- 33 to 35 million Americans reported being diagnosed with depression within their lifetime.
- 13 to 14 million adults reported being diagnosed with depression within the past 12 months.
- Women are affected almost twice as often as men.
- The economic burden of depression in 2000 was estimated at \$83.1 billion in the US.
- Researchers estimate that by the year 2020, depression will be the second leading cause of disability worldwide.
- Nearly 30% of patients with depression do not benefit from or are intolerant of antidepressant medication therapy.

### **About Neuronetics**

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 TMS Therapy, a non-invasive form of neuromodulation. For more information, please visit [www.neuronetics.com](http://www.neuronetics.com).

### **Media Contact**

Nancie Steinberg  
Chamberlain Communications  
Ph: 212-884-0667  
E-mail: [nsteinberg@chamberlainpr.com](mailto:nsteinberg@chamberlainpr.com)

\*NeuroStar TMS Therapy<sup>®</sup> is indicated for the treatment of Major Depressive Disorder in adult patients who have failed to achieve satisfactory improvement from one prior antidepressant medication at or above the minimal effective dose and duration in the current episode.

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