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For: Reliefband®

FOR IMMEDIATE RELEASE

RELIEFBAND® RETURNS TO CES WITH NEW 'WEARABLE TREATABLE' TECHNOLOGY FOR VIRTUAL REALITY INDUCED NAUSEA

Las Vegas, NV (January 9, 2018) – Nausea from virtual reality can be a real game changer forcing users to stop their activity. To date, most of the VR industry is focused on video games, and most early adopters will pay a premium for platforms and headsets. Moving forward, VR will change our day-to-day living. "As VR moves beyond games, it will be a big social platform," according to Facebook CEO Mark Zuckerberg. "This is really a new communication platform."

The technology is moving into the auto industry rapidly. Car companies, manufacturers and resellers are building VR showrooms where you can experience the vehicles. With augmented reality, we will be living in a live virtual world.

Just in time for CES 2018, Reliefband Technologies, LLC is launching Reliefband 2.0 at the Las Vegas Convention Center. Whether it's the nauseating effects of virtual reality or motion sickness from travel, Reliefband® wearable technology is enabling chronic motion sickness sufferers to feel confident and live their lives in full motion.

Motion sickness occurs when there is a "sensory conflict" between what the eyes and ears are telling the brain. A conflict occurs when visual inputs report little movement while the balance organ, located in the middle ear, sends signals indicating the body is in motion. With Virtual Reality, this scenario is reversed. The brain has a built-in safety mechanism that interprets this "sensory conflict" as a sign that the body has been poisoned and instructs the stomach to throw up.

Reliefband 2.0 applies the patented Neurowave™ technology, which has been hospital tested and endorsed by healthcare professionals. This technology creates accurately programmed pulses with highly specific waveforms, frequency and intensity to modulate the median nerve on the underside of the wrist. This precise activity (technically referred to as "neuromodulation") uses the body's natural neural pathways to block the waves of nausea produced by the stomach. This easy-to-use, comfortable and adjustable wearable helps put people back in control, so they can live their lives in full motion.

Major highlights for Reliefband 2.0 include:



- The unique "J-shaped smart band" makes the device easy to put on your wrist and more comfortable to wear over extended periods of time.
- The stunning design rivals the most fashionable wearables and makes Reliefband 2.0 wearable in any social setting.
- Reliefband 2.0 includes hypoallergenic 316L Surgical Steel contacts, ensuring a more efficient transmission of current—while maximizing user comfort.
- Reliefband 2.0 contains an intuitive display with 10 intensity settings that can be moved up and down at the touch of a button. This broad range of settings allows users to find the precise setting that's optimal for their personal needs.
- A fully charged battery lasts approximately 17 hours on the mid-intensity level and charges quickly.

For nearly 20 years, Reliefband® technology has been prescribed by doctors for the treatment of nausea, retching and vomiting caused by motion sickness, morning sickness, post-operative nausea* and nausea caused by chemotherapy. New Reliefband 2.0 includes all of these indications. It works by sending signals generated by

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the device through the body's central nervous system to the higher emetic center of the brain, controlling the feeling of nausea. FDA cleared, drug-free, clinically-proven and endorsed by medical professionals, this easy-to-use, comfortable and adjustable wearable helps put people back in control, enabling them to live their life in full motion

Reliefband 2.0 is priced at \$174.99 and will be available online at www.Reliefband.com and on Amazon. Those attending CES can preview Reliefband 2.0 by visiting either of the Reliefband® booths at the LVCC Booth #21925 or at the Sands Expo Center Booth #44543.

*- effective as an adjunct to antiemetic therapy in reducing postoperative nausea.

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EDITOR'S NOTE: For more information about Reliefband and/or to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or pam@trentandcompany.com.