

FOR IMMEDIATE RELEASE

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**IRISH COMPANY INTRODUCES SmartTENS DEVICE
ON THE U.S. MARKET**

(Phoenix, AZ)-- Phoenix-based BMR NeuroTech, the North American subsidiary of Bio Medical Research Ltd. in Donegal, Ireland, has recently launched, on the U.S. market, the SmartTENS (transcutaneous electrical nerve simulator) device used for treating chronic and other forms of pain conditions.

“SmartTENS is the newest generation of pain relief for the electrotherapy industry,” says Liam Walsh, president of BMR NeuroTech in Phoenix, Arizona. “Because we are extremely in touch with our clinicians and patients, we conducted extensive focus groups on the SmartTENS device, as well as our other products. We have and will continue to incorporate many of their suggestions into our product line.”

The NeuroTech range is targeted at the medical sector and used by physical and

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U.S.A.
Rep. of Ireland
Germany
Japan

occupational therapists, orthopedic physicians, urologists, chiropractors, podiatrists, and other healthcare professionals. The product line is marketed by direct employee sales representatives located throughout the U.S.

BMR NeuroTech, which was incorporated in Phoenix in 1994, distributes a range of neuromuscular electrical stimulators, NT2000, and TENS products in North America. All products meet U.S. FDA and European CE and MDD approvals.

Continuing its pioneering tradition, BMR developed the concept of sub-pulsing the signal to increase patient comfort. "We are in the muscle re-education market," says Walsh. "Because of the level of comfort provided, patients use our products more frequently for more effective results."

The parent company, BMR, is an international company with subsidiaries in the United States, Germany, and Japan. The factory is located in County Donegal, Ireland.

The BMR Marketing, Research and Development Center is located in Galway, Ireland. This full-range research and development division, strategically placed in Europe, manufactures all BMR NeuroTech products. In addition, the division provides contract manufacturing for other companies throughout the world.

NeuroTech also has a division targeted to the sports market for injury prevention and muscle strengthening. These products are used by some of the top sports individuals in the world.

For more information on BMR NeuroTech, the company, and its product lines, please contact Marie-Therese Mc Mahon, Marketing Director at (602) 996-1234 or 1-800-267-7846 (BMR-STIM).