

For Immediate Release

**Neurotechnology Industry Organization: WHO Report Underscores,
Underestimates Impact of Brain-Related Illness**

Group calls on industry, political, investment leaders to address growing problem

SAN FRANCISCO, CA – February 27, 2007 – NIO, the Neurotechnology Industry Organization, today announced that a new World Health Organization (WHO) report which estimates that one billion people worldwide suffer from neurological disorders is just the tip of the iceberg when it comes to measuring the global impact of brain-related illness. According to NIO, when psychiatric illnesses including addiction, attention disorders, anxiety, depression, schizophrenia and sleep disorders are incorporated, the number of people affected by brain disorders reaches nearly two billion, almost 100 million in the U.S. alone. The group estimates the global economic burden at \$1 trillion per year.

“We applaud the WHO’s efforts to shed light on the very real and serious problem of worldwide neurological disorders,” said NIO Executive Director Zack Lynch. “Despite the large and growing unmet markets, massive economic cost, and untold human suffering, there are few effective treatments that delay, prevent and cure chronic neurological and psychiatric diseases.”

According to NIO the 500 companies worldwide focused on diseases of the brain, face fundamentally different investment requirements, research and development challenges, and regulatory milestones than other life science organizations. Despite significant hurdles, the industry is working to accelerate the development of new treatments by leveraging converging technological breakthroughs across biotechnology, information technology, nanotechnology and neuroscience.

“As the global population ages, the burden of brain-related illness will continue to grow,” said Lynch. “The WHO report recommends a number of personal and political actions to help address this burden. NIO also calls upon the diverse neurotechnology companies across the medical device, diagnostic and drug development spectrum, as well as research institutions and advocacy organizations to work together and with legislators and regulators to accelerate investment, improve the clinical development process, and deliver effective treatments to individuals suffering worldwide.”

More information about NIO can be found at www.neurotechindustry.org. The WHO news release and link to the full report is available at <http://www.who.int/mediacentre/news/releases/2007/pr04/en/index.html>

About the Neurotechnology Industry Organization

The Neurotechnology Industry Organization (NIO) is a non-profit trade association that represents a broad spectrum of companies involved in neurotechnology (drugs, devices and diagnostics), neuroscience research centers and brain disease advocacy groups across the United States and the world. NIO’s mission is to accelerate cures for brain

and nervous system diseases by promoting the neurotechnology industry's progress, advocating the industry's position to government officials, and providing business development services to our members. For more information on the Neurotechnology Industry Organization, please visit www.neurotechindustry.org

About the Neurotechnology Industry

The neurotechnology industry includes companies researching, developing, manufacturing and marketing pharmaceuticals, biologics, cell-based therapeutics and medical devices, as well as diagnostic and surgical equipment for the treatment of brain and nervous system illnesses including: Alzheimer's, addiction, anxiety, depression, epilepsy, hearing loss, insomnia, multiple sclerosis, obesity, pain, Parkinson's, schizophrenia, stroke and other brain-related illnesses. In 2005, neurotechnology companies generated over \$110 billion in revenue, according to NeuroInsights.

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