



PRESS RELEASE - AXELGAARD NMES EDUCATIONAL APP

Fallbrook, California (November 12, 2020) --Axelgaard announces the launch of its new education App for Neuro Muscular Electrical Stimulation (NMES), created to serve as a resource to clinicians worldwide. The Axelgaard NMES Electrode Placement Guide App was created in collaboration with Dr. Lucinda Baker at the University of Southern California Division of Biokinesiology and Physical Therapy.

The web-based App is offered for free at www.axelgaard.com/app, with the goal of disseminating knowledge about NMES to industry reps, clinicians, students and end users. The Company encourages users to explore the App to its fullest potential, which includes instructional videos, illustration-enhanced electrode placement photos and information on muscular and neurological anatomy.

With the continuing spread of COVID-19, organizations and educators across the globe are leveraging technology at an unprecedented pace. Axelgaard develops and manufactures hydrogel for EKG electrodes, used for monitoring of vital signs of patients, and NMES electrodes, used in the physiotherapeutic treatment of COVID-19 patients recovering after ICU admission.

As an essential business, Axelgaard has maintained uninterrupted operations throughout the pandemic while taking measures to protect its employee's health and safety. The Company's resilience was made possible through implementation of video conferencing software, live stream product training and virtual courses for employees.

At the same time, Axelgaard recognized the significant demand for online learning platforms within the industry as a whole. In fact, a recent study shows 90% growth globally in time spent in education apps in 2020, compared to the same period in 2019.

The timing of the App's release was coordinated with Axelgaard's participation in Medica 2020, which will take place from November 16th to 19th. One of the world's largest trade fairs in the healthcare industry, Medica 2020 has transitioned from the Düsseldorf Exhibition Center to being entirely on-line. Axelgaard will participate as a virtual exhibitor.

To schedule a meeting with an Axelgaard representative and preview the new App, please submit a request to www.axelgaard.com/ContactUs/.

