



PRESS RELEASE

NOMOCO RELEASES NEUROIMAGING PILLOW SUPPORT SYSTEM KITS FOR ACCURATE DATA COLLECTION

Vinyl Coated, Healthcare Fabric, and Research Classic Pillow Support System Kits Developed for Research Centers, Hospitals and/or Clinical Settings

San Diego, CA - November 27, 2011 -- NoMoCo, Inc., a privately held pillow product neuroimaging support company, today announced the launch of its pillow support system kits for accurate, detailed diagnostic reports by the neuroradiologist in research centers, hospitals and/or clinical settings. NoMoCo's pillow support system kits help patients complete radiologic exams with maximum comfort and with minimal movement, eliminating the need for repeat tests.

NoMoCo's pillow support system kits were designed as head restraint kits due to a crucial need by researchers in the field of neuroimaging (MRI, fMRI, PET, and SPECT) to collect accurate output data. Other devices, including bite bars, inflatable bead bags, head and neck braces, and polyurethane molded masks, have resulted in many failed attempts to collect quality image data with no movement. NoMoCo's pillow system provides the support, comfort and sensory feedback necessary to help researchers acquire more usable data due to the minimization of subject head movement.

"The idea is simple, yet human nature tells us that if a person is made as comfortable as possible when asked to hold still in a tight, small space, he/she is less likely to move when done," said M.J. Meloy, Ph.D., founder of NoMoCo, Inc. "We hope that NoMoCo's pillow support system becomes the product of choice to assist research groups around the country and the world in collecting neuroimaging data with minimal motion and to make the imaging experience a positive one."

NoMoCo offers two durable pillow support system kits that can be cleaned with disinfectant and used by multiple patients in hospital and clinical outpatient MRI suites. Concern over infectious disease and fluid contamination has been NoMoCo's primary reason to develop coatings and fabrics that can withstand repeated cleaning using hospital grade disinfectants. The company also offers a non-clinic system for healthy subjects.

Each NoMoCo pillow is precision cut and hand made from the highest cut grade memory foam. NoMoCo's 12-piece pillow support systems include: Head rest pads for head coil cradle; Neck rolls for cervical support; Wedge slide pads for lateral support and to hold headpones in place; Square pads for around the head added support, particularly for



smaller subjects; and a head strap and tape to restrain the forehead and to provide sensory feedback regarding head placement and positioning. The pillows do not cause artifacts in imaging applications.

About NoMoCo, Inc.

NoMoCo, Inc., a San Diego-based privately held pillow product neuroimaging support company, was founded in 2007 by M.J. Meloy, Ph.D. to assist research groups in collecting neuroimaging data with minimal motion. With a degree in radiologic technology, over 25 years of experience as a radiologic technologist, and a degree in Psychology working in the field of neuroimaging research, the pillow system she created is the only type of support that she found to work. The company's motto – comfort, confidence, and clarity – combines the primary needs of both the patient and health care professionals to make the imaging experience a positive one. Patent No.: US 7,450,985 B2. For more information, visit: <http://www.nomocopillow.com>