



BrainsWay Announces Social Media Sweepstakes to Celebrate Mental Health Awareness Month

May 4, 2021

The Sweepstakes, demonstrating how Deep Transcranial Magnetic Stimulation (Deep TMS) can fit into an average day, offers participants a chance to be one of 20 winners who will receive a curated self-care package

CRESSKILL, N.J., May 04, 2021 (GLOBE NEWSWIRE) -- [BrainsWay Ltd.](#) (NASDAQ & TASE: BWAY) ("BrainsWay" or the "Company"), a global leader in the advanced noninvasive treatment of brain disorders, today announced the launch of its nationwide Sweepstakes, in conjunction with Mental Health Awareness Month. Participants can enter throughout the month of May for a chance to be one of 20 winners to receive a curated self-care package.

The goal of the Sweepstakes is to demonstrate how Deep Transcranial Magnetic Stimulation (Deep TMS) can easily fit into an average day, by featuring 20-minute tasks that can be completed in the same amount of time it takes to undergo a Deep TMS treatment session for major depressive disorder (MDD) or obsessive-compulsive disorder (OCD). Select brand ambassadors, including mental health advocates Rachel Novak ([@rachel.novak](#)) and Anna Russett ([@anna.russett](#)), who partnered with the Company for its "[#TheRealOCD](#)" campaign, along with Amy Tran ([@doodledwellness](#)) and Shelly-ann Shaw ([the_depression_chronicles11](#)), will also promote the Sweepstakes throughout the month to further awareness of the treatment.

"We view social media as a powerful platform to foster conversations around mental health and treatment options, and due to the COVID-19 pandemic, believe there are many new patients living with mental illness who can benefit greatly from knowing there is hope and they are not alone," said Christopher von Jako, Ph.D., President and CEO of BrainsWay. "It is our mission to empower patients to know about noninvasive treatment options, especially ones that can be integrated into busy schedules and that can work around daily commitments, like Deep TMS."

BrainsWay's Deep TMS device noninvasively administers magnetic waves through a cushioned helmet to target deep structures of the brain that impact depression and OCD symptoms. The treatment offers a medication-free solution, and patients can return to normal activities, such as driving, immediately following the 20-minute sessions. BrainsWay Deep TMS received FDA clearance for the treatment of depression in 2013 and for the treatment of OCD in 2018.

To enter the Sweepstakes, participants must follow BrainsWay on [Facebook](#), [Twitter](#), and/or [Instagram](#), and tag one friend on a designated Sweepstakes post to help raise awareness around Deep TMS. For more on the prize and how to enter visit [go.brainsway.com/MentalHealthAwarenessMonth](#).

About BrainsWay

BrainsWay is a global leader in advanced noninvasive neurostimulation treatments for mental health disorders. The Company is boldly advancing neuroscience with its proprietary Deep Transcranial Magnetic Stimulation (Deep TMS) platform technology to improve health and transform lives. BrainsWay is the first and only TMS company to obtain three FDA-cleared indications backed by pivotal studies demonstrating clinically proven efficacy. Current indications include major depressive disorder, obsessive-compulsive disorder, and smoking addiction. The Company is dedicated to leading through superior science and building on its unparalleled body of clinical evidence. Additional clinical trials of Deep TMS in various psychiatric, neurological, and addiction disorders are underway. Founded in 2003, with offices in Cresskill, NJ and Jerusalem, Israel, BrainsWay is committed to increasing global awareness and broad access to Deep TMS. For the latest news and information about BrainsWay, please visit [www.brainsway.com](#).

Forward Looking Statements

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words, and include, but are not limited to, statements about the expected proceeds, use of proceeds and closing of the underwritten offering. These forward-looking statements and their implications are based on the current expectations of the management of the Company only and are subject to a number of factors and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. The following factors, among others, could cause actual results to differ materially from those described in the forward-looking statements: inadequacy of financial resources to meet future capital requirements; changes in technology and market requirements; delays or obstacles in launching and/or successfully completing planned studies and clinical trials; failure to obtain approvals by regulatory agencies on the Company's anticipated timeframe, or at all; inability to retain or attract key employees whose knowledge is essential to the development of Deep TMS products; unforeseen difficulties with Deep TMS products and processes, and/or inability to develop necessary enhancements; unexpected costs related to Deep TMS products; failure to obtain and maintain adequate protection of the Company's intellectual property, including intellectual property licensed to the Company; the potential for product liability; changes in legislation and applicable rules and regulations; unfavorable market perception and acceptance of Deep TMS technology; inadequate or delays in reimbursement from third-party payers, including insurance companies and Medicare; inability to commercialize Deep TMS, including internationally, by the Company or through third-party distributors; product development by competitors; inability to timely develop and introduce new technologies, products and applications, and the effect of the global COVID-19 health pandemic on our business and continued uncertainty and market impact relating thereto.

Any forward-looking statement in this press release speaks only as of the date of this press release. The Company undertakes no obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws. More detailed information about the risks and uncertainties affecting the Company is contained under the heading "Risk Factors" in the Company's filings with the U.S. Securities and Exchange Commission, including the Company's Annual Report on Form 20-F.

Investors and security holders are urged to read these documents free of charge on the SEC's web site at <http://www.sec.gov>.

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