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**For Immediate Release**

**SANUWAVE HIRES VICE PRESIDENTS OF SALES AND MARKETING,  
MEDICAL POLICY AND REIMBURSEMENT**

**--Prepares to Move Pipeline Through Clinical Development and Commercialization -**

**ALPHARETTA, GA, November 17, 2009** – SANUWAVE Health, Inc., (OTC BB: SNWV) ([www.sanuwave.com](http://www.sanuwave.com)), an emerging medical technology company focused on the development and commercialization of non-invasive, biological response activating devices in the regenerative medicine area, has hired Bernie Laurel as Vice President of Sales and Marketing and Anne Stefurak as Vice President of Medical Policy and Reimbursement as it advances its pipeline through clinical development and commercialization.

Bernie Laurel joins SANUWAVE as Vice President of Sales and Marketing with more than fifteen years experience in sales and marketing, including expertise in the advanced wound care market. Prior to joining SANUWAVE, he was Vice President of Sales and Marketing for the Healthcare Americas business unit of Medela, Inc., where he drove the launch and commercialization of products into the \$1B negative pressure wound therapy market (NPWT).

Anne Stefurak joins SANUWAVE as the Vice President of Medical Policy and Reimbursement. With more than twenty years experience in payer reimbursement, invasive and non-invasive medical device technology, medical policy and contracting, Anne was most recently the Director of National Policy and Reimbursement at Physician Oncology Services. Prior positions also include Senior Regional Manager of Reimbursement at Cyberonics, Associate Vice President of Reimbursement at SANUWAVE, Provider Relations Manager at National HealthCare Network, Aetna U.S. Healthcare and Blue Cross and Blue Shield. Anne is a certified critical care RN and holds certifications in both professional and hospital coding.

Christopher M. Cashman, President and Chief Executive Officer of SANUWAVE said, "As we work towards the completion of an Investigational Device Exemption ("IDE") wound care study for diabetic foot ulcers, both Bernie and Anne's roles in the Company will be pivotal to our success in the marketplace. We are glad to have Bernie join our team as he has consistently driven both strategy and execution for companies in their start-up or early stages of development. We are particularly pleased to welcome Anne, whose experience spans virtually all sides of the medical policy and reimbursement market, back to SANUWAVE where her specific history and expertise in these areas and our core technology platform will be essential to our success."

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### **About SANUWAVE Health, Inc.**

SANUWAVE Health, Inc. ([www.sanuwave.com](http://www.sanuwave.com)) is an emerging medical technology company focused on the development and commercialization of non-invasive, biological response activating devices in the regenerative medicine area for the repair and regeneration of tissue, musculoskeletal and vascular structures. SANUWAVE's portfolio of products and product candidates activate biologic signaling and angiogenic responses, including new vascularization and microcirculatory improvement, helping to restore the body's normal healing processes and regeneration. SANUWAVE intends to apply its Pulsed Acoustic Cellular Expression (PACE™) technology in wound healing, orthopedic/spine, plastic/cosmetic and cardiac conditions. Its lead product candidate for the global wound care market, dermaPACE™, is CE marked for treatment of the skin and subcutaneous soft tissue and is currently involved in an FDA-approved Investigational Device Exemption trial in the U.S. for the treatment of diabetic foot ulcers. SANUWAVE researches, designs, manufactures, markets and services its products worldwide and believes it has already demonstrated that this technology is safe and effective in stimulating healing in chronic conditions of the foot (plantar fasciitis) and the elbow (lateral epicondylitis) through its U.S. Class III PMA approved Ossatron® device and in the stimulation of bone and chronic tendonitis regeneration in the musculoskeletal environment through the utilization of its Ossatron® and Evotron® devices in Europe. For more information about the dermaPACE™ trial, please visit [www.dermapace.com](http://www.dermapace.com).

### **Safe Harbor Statement**

*This press release may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, such as statements relating to financial results and plans for future business development activities, and are thus prospective. Forward-looking statements include all statements that are not statements of historical fact regarding intent, belief or current expectations of the Company, its directors or its officers. Investors are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, many of which are beyond the Company's ability to control. Actual results may differ materially from those projected in the forward-looking statements. Among the key risks, assumptions and factors that may affect operating results, performance and financial condition are risks associated with the marketing of the Company's product candidates and products, unproven pre-clinical and clinical development activities, regulatory oversight, the Company's ability to manage its capital resource issues, competition, and the other factors discussed in detail in the Company's periodic filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statement.*

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