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**FOR IMMEDIATE RELEASE**

**SANUWAVE TO PRESENT NEWEST DEVICE, PROFILE™, AT THE 20<sup>TH</sup> BIENNIAL CONGRESS OF THE INTERNATIONAL SOCIETY OF AESTHETIC PLASTIC SURGERY**

***Early Experience Indicates the Potential to Promote Beneficial Results in Aesthetic Plastic Applications***

**ALPHARETTA, GA, August 16, 2010** – 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 regenerative medicine, today announced that the Company will showcase their newest device, Profile™, which incorporates innovative Diffused Acoustic Pressure (DAP™) technology, at the 20<sup>TH</sup> Biennial Congress of the International Society of Aesthetic Plastic Surgery (ISAPS) beginning during exhibition yesterday, August 15<sup>th</sup>, and running through August 18<sup>th</sup>, 2010 in San Francisco, CA.

The Company will share early stage therapy benefits from a series of case studies conducted by Dr. Miles Graivier, a renowned aesthetic plastic surgeon in Roswell, GA, that demonstrates the use of Profile™ in post-surgical applications, body shaping and scar management. DAP™ technology utilizes an innovative form of acoustic pressure waves to promote the benefits of massage through tissue stimulation.

Christopher M. Cashman, President and CEO of SANUWAVE, commented, “Early stage investigation has shown Profile™ to be a versatile device that can be used by physicians as a stand-alone or adjunctive therapy in multiple points of care, including the physician’s office, hospital and medi-spa. We are excited to share Profile™ with the medical community attending ISAPS and educate them on how Profile™ can add clinical and economic value to their practice.”

Profile™ is expected to become commercially available in the United States in September 2010 and in the European Union by fourth quarter 2010. In addition, SANUWAVE expects to undertake a variety of clinical studies to further validate Profile’s™ benefits in a number of aesthetic and plastic surgery applications.

The Profile™ device, as well as case studies by Dr. Graivier, will be available for review at the SANUWAVE booth #1220. Company representatives will be available to demonstrate the use of Profile™ and to speak further on the technology and its potential clinical utility.

**About SANUWAVE Health, Inc.**

SANUWAVE Health, Inc. ([www.sanuwave.com](http://www.sanuwave.com)) is an emerging regenerative medicine company focused on the development and commercialization of non-invasive, biological response activating devices 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 has

completed enrollment in its FDA-approved Phase III, pivotal, Investigational Device Exemption (IDE) trial in the U.S. for the treatment of diabetic foot ulcers (DFU). 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, as well as stimulating osteogenesis to regenerate tissue for sports medicine, orthopedic and trauma indications such as tendinopathy, non-union fracture and osteoarthritis through the utilization of its Ossatron®, Evotron™, and recently introduced orthoPACE™, devices in Europe.

**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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