



Healing today. Curing tomorrow.

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FOR IMMEDIATE RELEASE

SANUWAVE HEALTH GRANTED EUROPEAN PATENT

First patent granted on piezoelectric fibers to produce acoustic energy in shock wave spectrum improves accuracy in delivery to targeted tissue and expands market potential

ALPHARETTA, GA, July 20, 2010 – SANUWAVE Health, Inc. (OTC/BB: SNWV), an emerging medical technology company focused on regenerative medicine, reports that the Company was granted European patent EP 1,452,141 entitled "Shock Wave Generating Device," which provides the Company exclusive rights in human and animal treatment devices that include the novel use of piezoelectric fibers to produce acoustic energy in the shock wave spectrum.

Piezoelectric fibers change shape in response to positive and negative voltage, thereby displacing fluid and producing a shock wave. In the case of SANUWAVE's PACE™ technology, this rapid shape change of the fibers, or vibration, produces high-energy sound waves that travel outward into bodily tissue.

Piezoelectric fibers have a diameter of 1mm or less, can be straight or curved, and can be densely assembled side-by-side to conform to any geometric shape, providing advantages over piezoelectric quartz crystals, which align best in a linear configuration. This is particularly important for the Company's PACE™ treatment applicators as piezoelectric fibers can bend and be densely packed without creating gaps between them, allowing the energy delivered through a PACE™ treatment applicator to be focused precisely at varying depths, regardless of the geometry of the reflector.

"Gaining this European patent on piezoelectric fibers to produce acoustic energy in the shock wave spectrum provides a significant competitive advantage for our PACE™ technology as the smaller, targeted focal volume created by piezoelectric fiber technology will allow us to deliver shock waves with greater accuracy by focusing the energy to a precise point in the targeted tissue while minimizing exposure of the delivered energy to the surrounding tissue," noted Christopher M. Cashman, President and CEO of SANUWAVE. "Since piezoelectric fibers can be tightly assembled to any geometric shape, we have maximum flexibility in product design and can develop a variety of applicator sizes and shapes to focus the energy at virtually any point within the body –

from superficial to deep. In addition, the small size of the piezoelectric fibers allows us to miniaturize the treatment applicator, thereby improving its applicability, ease of use, ergonomics and even disposability.”

Cashman concluded, “These technological advances will allow the Company to develop new protocols or initiate research for targeted applications within our core market focuses of orthopedics and cardiac care, as well as in uses with stem cells, cancer, and select neural and spinal applications.”

About SANUWAVE Health, Inc.

SANUWAVE Health, Inc. (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 bone and chronic tendonitis regeneration in the musculoskeletal environment through the utilization of its Ossatron®, Evotron™, and recently introduced orthoPACE™, devices in Europe.

Forward-Looking Statements

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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