



Healing today. Curing tomorrow.

Contacts:
Barry Jenkins, CFO
Emily Browning, Marketing Manager
678-578-0103

Porter, LeVay & Rose, Inc.
Marlon Nurse, VP, Investor Relations
Bill Gordon, SVP, Media Relations
212-564-4700

SANUWAVE HEALTH REPORTS 2009 THIRD QUARTER RESULTS

ALPHARETTA, GA, November 16, 2009 – SANUWAVE Health, Inc., (OTC BB: SNWV) (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, reports its achievements and financial results for the three and nine months ended September 30, 2009.

Christopher M. Cashman, President and CEO of SANUWAVE said, “We are pleased to update our shareholders on a regular basis, and are reporting on our achievements for the third quarter. Included in this quarterly review are our business achievements and financial results. It is important to note that our efforts are on the continued research and development of dermaPACE™, our lead product in our technology platform.”

“Our initial focus is on the \$10 billion global wound care opportunity for dermaPACE™, including the diabetic foot ulcer market, for which we are in the midst of an Investigational Device Exemption (“IDE”) wound care study. SANUWAVE is also pursuing with the FDA alternative regulatory pathways to Class III PMA routes which could provide for the clearance of a PACE™ device to be marketed for applicable orthopedic and plastic/cosmetic conditions that would benefit from improved circulation into the localized site. We expect to finalize next steps for a submission package by the end of 2009.”

He continued, “We have a broad product development pipeline that includes degenerative disease and non-healing injuries in the orthopedics, spine/neuro, plastic/aesthetics and cardiac markets. Our preclinical studies in each of these areas demonstrate the potential use of our technology for multiple platforms.”

Corporate and Clinical Updates for the Third Quarter:

- Surpassed 75% of expected final patient enrollment in our dermaPACE™ (IDE) wound care study on diabetic foot ulcers.
- Increased the number of active sites for the IDE clinical trial evaluating dermaPACE™ to 22, with 20 in the United States and two international sites in the United Kingdom and Germany. Southern Arizona VA Medical Center in Tucson became the newest site in this randomized, double blinded, placebo controlled study.
- Completed a reverse merger with a subsidiary of Rub Music Enterprises, Inc. on September 25, 2009. The Company’s name was changed to SANUWAVE Health, Inc. on November 5, 2009 and we received a new stock symbol (“SNWV”), which became effective on November 12, 2009.

- Subsequent to the end of the quarter, Dr. Myron Spector, PhD, Professor of Orthopedic Surgery (Biomaterials) at Harvard Medical School and Director of Orthopedic Research at Brigham and Women's Hospital, presented the results of preclinical research that support the proposition that PACE™ shows promise in stimulating autogenous sources of progenitor stem cells for harvest and re-transplantation in bone tissue engineering. Dr. Spector was an invited guest speaker at the Bone-Tec Congress in Hannover, Germany on October 9, 2009. The procedure could have meaningful use in clinical applications whereby a patient's own osteoprogenitor cells could be harvested and reimplanted for procedures such as bone fusion, joint reconstruction and cartilage repair.
- Also subsequent to the end of the third quarter, Drs. Reichenberger, Germann, Roth, Meirer and Engel published in the October 7, 2009 *Annals of Plastic Surgery*, Volume 63 - Issue 4, "Preoperative Shock Wave Therapy Reduces Ischemic Necrosis in an Epigastric Skin Flap Model" demonstrating the use of PACE™ technology as a non-invasive technique to precondition flap tissue in a rat epigastric skin flap model. This study indicates that preoperative extracorporeal shock wave therapy may enhance skin flap survival in a rodent model.

Financial Results for the Third Quarter

SANUWAVE's financial results for the third quarter of 2009 reflect the Company's ongoing research and development of PACE™ technology for the dermaPACE™ IDE wound care study and development work for orthopedic and cosmetic uses. For the three months ended September 30, 2009, the Company reported a loss from continuing operations of \$2.7 million, or (\$0.23) per diluted share, compared to a loss from continuing operations of \$2.9 million, or (\$0.26) per diluted share, for the same period in 2008. The loss from continuing operations includes: the non-cash compensation costs included in general and administrative expenses for stock compensation of \$0.3 million for the three months ended September 30, 2009, compared to \$0.1 million for the same period in 2008, due to new grants of options and restricted stock to management and directors of the Company in the three months ended September 30, 2009; the non-cash costs for depreciation and amortization of \$0.1 million for the three months ended September 30, 2009, compared to \$0.1 million for the same period in 2008; and the costs of accrued deferred interest on notes payable to related parties of \$0.2 million for the three months ended September 2009, compared to \$0.1 million for the same period in 2008. In addition, included in general and administrative expenses for the three months ended September 30, 2009, are legal, accounting and other expenses of \$0.3 million related to the reverse merger.

For the three months ended September 30, 2009, the Company reported a net loss of \$2.7 million, or (\$0.23) per diluted share, compared to a net loss of \$2.4 million, or (\$0.21) per diluted share, for the same period in 2008. The net loss includes income from discontinued operations of \$0 and \$0.6 million for the three months ended September 30, 2009 and 2008, respectively, related primarily to the veterinary product line sold in June, 2009 for \$3.5 million.

For the nine months ended September 30, 2009, the Company reported a net loss of \$3.5 million, or (\$0.30) per diluted share, compared to a net loss of \$7.8 million, or (\$0.73) per diluted share, for the same period in 2008. The net loss for the nine months ended September, 2009 includes the gain on the sale of the veterinary product line in June, 2009 of \$2.5 million.

The Company ended the third quarter of 2009 with \$3.3 million of cash and cash equivalents compared with \$0.5 million as of December 31, 2008.

Mr. Cashman concluded, "SANUWAVE has a proven technology, with superior efficacy and cost profile, multiple near-term milestones that we believe will create value for our shareholders, a broad patent estate and protection, and a significant product development pipeline addressing global markets. With a strong team in place, we believe there are a number of significant milestones ahead of us that will enable the company to enhance shareholder value. We appreciate the support of our new shareholders and look forward to reporting on our future achievements."

About SANUWAVE Health, Inc.

SANUWAVE Health, Inc. (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.

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.

(FINANCIAL TABLES FOLLOW)

SANUWAVE HEALTH, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED BALANCE SHEETS
(UNAUDITED)

	<u>September 30,</u> 2009	<u>December 31,</u> 2008
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 3,297,436	\$ 543,626
Accounts receivable - trade, net of allowance for doubtful accounts of \$26,363 in 2009 and \$64,490 in 2008	87,384	52,414
Inventory	584,572	684,750
Prepaid expenses	56,364	106,617
Due from Pulse Veterinary Technologies, LLC	167,990	-
Current assets related to discontinued operations	168,509	1,285,017
TOTAL CURRENT ASSETS	<u>4,362,255</u>	<u>2,672,424</u>
 PROPERTY AND EQUIPMENT, at cost, less accumulated depreciation	 136,891	 279,791
 OTHER ASSETS	 63,261	 81,017
 INTANGIBLE ASSETS, at cost, less accumulated amortization	 2,223,984	 2,454,051
 NON-CURRENT ASSETS RELATED TO DISCONTINUED OPERATIONS	 924,971	 1,011,734
TOTAL ASSETS	<u><u>\$ 7,711,362</u></u>	<u><u>\$ 6,499,017</u></u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable	\$ 1,233,942	\$ 975,811
Payroll and related	511,770	820,397
Accrued expenses	350,744	448,242
Liabilities related to discontinued operations	655,761	845,593
TOTAL CURRENT LIABILITIES	<u>2,752,217</u>	<u>3,090,043</u>
 NOTES PAYABLE, RELATED PARTIES	 8,659,554	 6,006,815
TOTAL LIABILITIES	<u>11,411,771</u>	<u>9,096,858</u>
 COMMITMENTS AND CONTINGENCIES		
STOCKHOLDERS' EQUITY (DEFICIT)		
COMMON STOCK	12,510	11,500
ADDITIONAL PAID-IN CAPITAL	32,248,865	30,094,546
ACCUMULATED OTHER COMPREHENSIVE LOSS	(4,081)	(196,646)
RETAINED DEFICIT	(35,957,703)	(32,507,241)
TOTAL STOCKHOLDERS' EQUITY (DEFICIT)	<u>(3,700,409)</u>	<u>(2,597,841)</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY (DEFICIT)	<u><u>\$ 7,711,362</u></u>	<u><u>\$ 6,499,017</u></u>

SANUWAVE HEALTH, INC. AND SUBSIDIARIES
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS AND COMPREHENSIVE LOSS
(UNAUDITED)

	Three Months Ended September 30, 2009	Three Months Ended September 30, 2008	Nine Months Ended September 30, 2009	Nine Months Ended September 30, 2008
REVENUES	\$ 134,771	\$ 167,423	\$ 538,818	\$ 862,651
COST OF REVENUES	30,753	60,213	129,416	281,948
GROSS PROFIT	104,018	107,210	409,402	580,703
OPERATING EXPENSES				
Research and development	1,063,876	865,518	2,686,160	2,396,185
General and administrative	1,530,282	1,935,750	3,433,448	6,027,089
Depreciation	46,636	70,031	150,482	193,602
Amortization	76,689	76,689	230,067	230,067
TOTAL OPERATING EXPENSES	2,717,483	2,947,988	6,500,157	8,846,943
OPERATING LOSS	(2,613,465)	(2,840,778)	(6,090,755)	(8,266,240)
OTHER INCOME (EXPENSE)				
Gain/(loss) on sale of assets	9,142	-	(4,509)	-
Transitional services provided to Pulse Veterinary Technologies, LLC	102,500	-	136,250	-
Interest expense	(188,278)	(72,552)	(517,354)	(213,042)
Loss on foreign currency exchange	(6,654)	(4,129)	(44,428)	(29,135)
TOTAL OTHER INCOME (EXPENSE)	(83,290)	(76,681)	(430,041)	(242,177)
LOSS FROM CONTINUING OPERATIONS BEFORE INCOME TAXES	(2,696,755)	(2,917,459)	(6,520,796)	(8,508,417)
INCOME TAX EXPENSE	-	-	-	-
LOSS FROM CONTINUING OPERATIONS	(2,696,755)	(2,917,459)	(6,520,796)	(8,508,417)
DISCONTINUED OPERATIONS				
Income from discontinued operations, net of tax	-	565,534	581,306	684,662
Gain/(loss) on sale of veterinary division, net of tax	(3,245)	-	2,489,028	-
NET INCOME (LOSS) FROM DISCONTINUED OPERATIONS	(3,245)	565,534	3,070,334	684,662
NET LOSS	(2,700,000)	(2,351,925)	(3,450,462)	(7,823,755)
OTHER COMPREHENSIVE INCOME (LOSS), net of tax				
Foreign currency translation adjustments	12,031	(135,365)	(33,671)	(52,363)
TOTAL COMPREHENSIVE LOSS	\$ (2,687,969)	\$ (2,487,290)	\$ (3,484,133)	\$ (7,876,118)
EARNINGS (LOSS) PER SHARE:				
Loss from continuing operations - basic	\$ (0.23)	\$ (0.26)	\$ (0.56)	\$ (0.79)
Loss from continuing operations - diluted	\$ (0.23)	\$ (0.26)	\$ (0.56)	\$ (0.79)
Income (loss) from discontinued operations - basic	\$ (0.00)	\$ 0.05	\$ 0.26	\$ 0.06
Income (loss) from discontinued operations - diluted	\$ (0.00)	\$ 0.05	\$ 0.26	\$ 0.06
Net loss - basic	\$ (0.23)	\$ (0.21)	\$ (0.30)	\$ (0.73)
Net loss - diluted	\$ (0.23)	\$ (0.21)	\$ (0.30)	\$ (0.73)
Weighted average shares outstanding - basic	11,836,552	11,383,932	11,612,184	10,798,162
Weighted average shares outstanding - diluted	11,836,552	11,383,932	11,612,184	10,798,162

#####