

Gene Dell Joins FirstWave Business Advisory Board

May 30th, 2010, (Buffalo, New York) – FirstWave Technologies Inc., (FWT) announces that Gene Dell, former COO of PSS World Medical (PSSI NASDAQ) has joined our Business Advisory Board. In a career spanning From 1983 – 2000, Mr. Dell held various senior executive management positions within PSSI, a Billion dollar revenue, Global Leader, Distributor of Medical Supplies, Pharmaceutical Supplies and Equipment to the Medical Community, ultimately culminating as COO overseeing all day to day operational aspects of the Company. While serving as President of the Diagnostic Imaging Division, he orchestrated an acquisition strategy in a highly fragmented “Mom & Pop” Industry that resulted in growing the division’s revenue to \$450MM. Additionally, he led the expansion and growth of the PSS Physician Market, by increasing the number of branches nationally while also supervising all aspects of the hiring process and implementation of training programs. Currently, Mr. Dell is an entrepreneur in the private sector where he is Co-Owner and serves as EVP, Sales & Marketing at HealthLink, a leading manufacturer, distributor and seller of microbiology and infection control products for the healthcare market.

Brian Bell, FWT’s CEO stated, “We are pleased to have Mr. Dell join our Company and serve on our Business Advisory Board”. “Mr. Dell brings a tremendous amount of expertise, leadership, sales, support, team building/training, distribution channel, national and locally focused distribution and marketing knowledge to the FirstWave Technologies Advisory Board.” “On top of this, Mr. Dell has strong relationships with the Nation’s leading Distributors and has been instrumental in making key introductions to entities for our first commercial product, FirstCrush”. “We look forward to his contributions exploiting his tremendous skill set as we begin to commercialize our portfolio of products”

About FirstWave Technologies Inc., FWT, Buffalo New York, is an established technology firm established to assist researchers and corporations bring early stage technologies to market. FWT's model is to provide a complete management team that can partner with scientists and university researchers to accelerate the transition of great ideas into viable and commercially useful technologies and products – leading to the creation of successful new companies. FWT has a strong focus on the biosciences, particularly medical devices, diagnostics, consumer markets and pharmaceuticals. For more information, please visit us at www.firstwavetechnologies.com and www.firstwaveproducts.com.

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