



BIOHEART

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For Immediate Release

BIOHEART ANNOUNCES GRAND OPENING OF MAGNUM CELL THERAPIES

Sunrise, FL – July 16, 2014 – Bioheart, Inc. (BHRT.OB) announced today that it will participate in the grand opening event of Magnum Cell Therapies (Magnum) in Honduras during the week of July 21st. Bioheart has previously announced the joint venture with Magnum and the goal to bring regenerative therapies to patients in South America.

The top executives from both companies will represent the joint venture and its first-class facilities and cutting edge programs at an event for the Honduran medical community, the press and potential clients/patients. The Magnum lab was built according to FDA standards and Current Good Manufacturing Practices.

The event is significant since the first cardiac patient has successfully been enrolled at Magnum and will be treated inside the state-of-the-art facility. The patient will be treated with a combination of AdipoCell™ and MyoCell® or muscle derived stem cells for congestive heart failure patients. AdipoCell may help to promote angiogenesis or new blood vessel formation in ischemic tissue while MyoCell may help to promote myogenesis or new muscle formation. The patient will receive delivery into the damaged areas of the heart using the MyoCath® Catheter.

“Bioheart continues to bring our therapies to other countries, offering patients suffering from degenerative diseases more options,” said Mike Tomas, Bioheart’s Chief

Executive Officer. “This joint venture will provide Bioheart valuable data and will assist us in reaching our goals.”

About Bioheart, Inc.

Bioheart, Inc. is committed to maintaining its leading position within the cardiovascular sector of the cell technology industry delivering cell therapies and biologics that help address congestive heart failure, lower limb ischemia, chronic heart ischemia, acute myocardial infarctions and other issues. Bioheart’s goals are to cause damaged tissue to be regenerated, when possible, and to improve a patient's quality of life and reduce health care costs and hospitalizations.

Specific to biotechnology, Bioheart is focused on the discovery, development and, subject to regulatory approval, commercialization of autologous cell therapies for the treatment of chronic and acute heart damage and peripheral vascular disease. Its leading product, MyoCell, is a clinical muscle-derived cell therapy designed to populate regions of scar tissue within a patient's heart with new living cells for the purpose of improving cardiac function in chronic heart failure patients. For more information on Bioheart, visit www.bioheartinc.com, or visit us on Facebook: Bioheart and Twitter @BioheartInc.

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Forward-Looking Statements: Except for historical matters contained herein, statements made in this press release are forward-looking statements. Without limiting the generality of the foregoing, words such as "may," "will," "to," "plan," "expect," "believe," "anticipate," "intend," "could," "would," "estimate," or "continue" or the negative other variations thereof or comparable terminology are intended to identify forward-looking statements.

Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Also, forward-looking statements represent our management's beliefs and assumptions only as of the date hereof. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

The Company is subject to the risks and uncertainties described in its filings with the Securities and Exchange Commission, including the section entitled "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2013, and its Quarterly Report on Form 10-Q for the quarter ended March 31, 2014.