Media Contact: Carissa Matton
Bioheart, Inc.
13794 NW 4th Street, Suite 212
Sunrise, Florida 33325
Phone: 772.285.8511
cmatton@bioheartinc.com

For Immediate Release

BIOHEART ANNOUNCES GRAND OPENING OF FACILITY IN SOUTH AFRICA

Sunrise, FL – September 16, 2014 – Bioheart, Inc. (BHRT.OB), a biotechnology company focused on the discovery, development and, subject to regulatory approval, commercialization of autologous cell therapies for the treatment of degenerative diseases, announces the grand opening the laboratory and clinic in South Africa.

Bioheart previously announced the joint venture with Dr. Walter Bell last quarter. The facilities in South Africa opening this week will be able to provide cell therapies in the clinic as well as cell culture expansion and cryopreservation to local patients. Bioheart can multiply and preserve an individual's cells in sub-zero temperatures for future treatments as required.

Kristin Comella, Bioheart's Chief Science Officer, who is attending the grand opening said, "We are so thrilled to open this facility in just over 3 months. There are millions of patients in South Africa and neighboring countries who can benefit from regenerative medicine."

Bioheart's partnership will establish a critical relationship with the South African government and the joint venture will work closely with the Ministry of Health to make Bioheart protocols part of the standard of care for patients in South Africa and neighboring countries. Bioheart has provided the necessary training and expertise to transfer Bioheart therapies to the new facility.

Bioheart will assume 49% ownership of the new entity. Dr. Walter Bell and his team will offer these therapies to the more than 51 million people living in South Africa as well as being a premier site for medical tourism.

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 June 30, 2014.