



BIOHEART

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For Immediate Release

Bioheart Announces Date for Shareholder Conference Call

Strategic Direction for 2015 and Forward to be Highlighted

Sunrise, FL – January 14, 2015 – Bioheart, Inc., a Florida Corporation (BHRT.OB), an emerging enterprise in the regenerative medicine / cellular therapy industry announced today that it will convene a shareholder conference call on February 4th, at 4:30 pm EST, to discuss its strategic direction and business plans for 2015 and forward. The conference call will be hosted by Mike Tomas, CEO and will include presentations from management and a question and answer session. The Company will post conference call telephone and Internet webinar access information the week of January 26th.

“Keeping our shareholders informed of our strategic direction and business plans as well as our results from operations is extremely important to us,” said Mike Tomas, CEO. “Bioheart has, is and will continue to improve its financial position. This year-to-date, revenues and cash flows have substantially grown, cash operating losses have been curtailed and we have reduced our overall debt position – all important building blocks for the Company’s future. Investors have sent a clear message to the life sciences industry and specifically to the regenerative medicine / cell therapy sector that an endless stream of dilutive capital raises in support of high risk clinical development programs is not acceptable; companies must be revenue and profit focused. The regenerative medicine / cell therapy industry is advancing and Bioheart’s role within the industry is also evolving. As you will learn on February 4th, the Company is developing a three part

strategy to maximize shareholder value: the relentless pursuit of top line revenue growth, a targeted acquisition strategy directed toward revenue growth and novel clinical opportunities and an efficient, cost effective clinical development program. We believe Bioheart's future is bright and most importantly – profitable. We look forward to speaking with you on February 4th.”

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 September 30, 2014.