



Media Contact: Jeanne A. Becker
Becker Public Relations
2506 Ponce de Leon Blvd.
Coral Gables, FL 33134
Telephone 305/444-2181 X 222
Email: jbecker@beckerpublicrelations.com

For Immediate Release

**BIOHEART ANNOUNCES NEW BRAND IMAGE, LAUNCHES
REDESIGNED WEBSITE AND NEW COMPANY LOGO**

Sunrise, FL – June 26, 2012 - Bioheart, Inc. (BHRT.OB) announced today that the company has launched a new brand image and redesigned website including a new company logo and tagline aimed at increasing brand awareness and improving communications.

“It is an absolute necessity for biotechnology companies today to skillfully communicate consistent, cohesive messages to a variety of audiences and stakeholders,” said Mike Tomas, Pres/CEO of Bioheart, Inc. “The new website is innovative, easy to navigate and furnishes value-added information and messaging.”

The company’s new tagline, *Advancing Regenerative Medicine Solutions*, accurately conveys its continued commitment to the development of effective cell technologies to treat cardiovascular diseases as well as harnessing true regenerative medicine which is the process of replacing or regenerating human cells, tissues or organs to restore or establish normal function. In addition to stem cell therapy, this can include cell enhancers, gene therapy, biologics, devices and more.

The main objective of the website redesign was to enhance the user experience for visitors and investors providing useful data about Bioheart's existing patents, the status of its clinical trials in the U.S. and Mexico, links to the company's Facebook and Twitter social media sites and the ability to sign-up for the company's e-newsletter. A Yahoo! Finance stock ticker has also been added to the investor section of the website.

The website redesign and new logo were developed by kabookaboo, an award-winning, integrated marketing agency that focuses on the combination of traditional, digital and experiential marketing tactics (www.kabookaboo.com).

About Bioheart, Inc.

Bioheart 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.

###

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, 2011, and its Quarterly Report on Form 10-Q for the quarter ended March 30, 2012.

P:\Becker Clients\Bioheart\Press Releases\Bioheart Launches Redesigned Website.doc