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For Immediate Release

BIOHEART ANNOUNCES EXCLUSIVE LICENSE IN VETERINARY MEDICINE FOR PATENTS FOR CANCER-RELATED IMMUNOTHERAPY PRODUCTS

Sunrise, FL –– January 22, 2014 – Bioheart, Inc. (BHRT.OB), a biotechnology company focused on the discovery, development and commercialization of autologous cell therapies, announced that it has entered into an agreement to license three different cellular based immunotherapy patents from inventor Allan Wu, M.D.

"I am very excited to partner with Bioheart to bring this novel therapy forward. We believe that these techniques hold new promise for patients with cancer and can provide a personalized approach to a cure," said Dr. Wu.

Cellular based immunotherapy is a method to help a patient's immune system to recognize and stop cancer. Dr. Wu has invented a method of immunotherapy for the treatment of malignant tissues using a unique mixed population of cells and antigen sources. Bioheart holds an exclusive right to the technology in all aspects of veterinary medicine. Animal studies are currently underway.

Kristin Comella, Bioheart's Chief Scientific Officer said, "We believe that this new technique of immunotherapy can make the treatments more readily available to cancer patients. We are excited to test the methods pioneered by Dr. Wu and hopefully bring these products quickly to market."

Dr. Allan Wu serves as Chief Medical Officer for the Regenerative Surgery Institute, managing partner for Regenerative Resources, LLC and Chief Scientific Officer for StemExo. He also serves as the Chairman for the Clinical Translation of Stem Cells Summit by Select Biosciences and is on faculty at University of California Riverside.

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, 2012, and its Quarterly Report on Form 10-Q for the quarter ended September 30, 2013.