



Media Contact: Alexandra Curbelo
Wragg & Casas Public Relations
1221 Brickell Avenue, Suite 730
Miami, Fl. 33131
305-372-1234 ex.108
Email: acurbelo@wraggcasas.com

For Immediate Release

**BIOHEART'S PRESIDENT/CEO MIKE TOMAS
NAMED CHAIR OF THE eMERGE INNOVATE ADVISORY
BOARD OF eMERGE AMERICAS**

Sunrise, FL – November 18, 2013 - Bioheart, Inc. (BHRT.OB) President/CEO Mike Tomas has been named Chair of the eMerge Innovate Advisory Board of eMerge Americas, a technology showcase to take place in Miami Beach, Florida, May 2-6, 2014. eMerge Innovate will bring thousands of innovative entrepreneurs, investors and industry luminaries together for a five-day event that will include keynote presentations, panel discussions, a hackathon, technology workshops and networking opportunities.

“Mike Tomas is a highly successful entrepreneur that has played a significant role in the development of Miami’s technology ecosystem,” said Xavier Gonzalez, executive director of the Technology Foundation of the Americas, which will host eMerge Americas. “Thousands of attendees from throughout Latin America and the world, as well as the best startups and emerging growth companies from the Americas, will be participating in eMerge Innovate. Given his depth of knowledge and firsthand experience running innovative companies, Mike will be an invaluable resource guiding one of the most exciting aspects of eMerge Americas.”

eMerge Americas will showcase start-ups, cutting-edge innovations, and the latest trends in technology (<http://emergeamericas.org/>). eMerge Innovate is one of six summits that will focus on key sectors experiencing revolutionary transformations. During the event, thought leaders from these sectors will convene in Miami to connect and learn about the latest technology developments driving growth and innovation in the Americas.

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As President/CEO of Bioheart, Inc., Mike Tomas is considered an experienced marketer and operating executive for IT/Communications and Biotech/Life Sciences private equity and venture groups/portfolio companies. He has spent nearly 25 years driving the evolution of pioneering technologies in the U.S. and Mexico in leadership roles. Tomas is the current chairman of Florida International University's Global Entrepreneurship Center, a member of the Board of Directors for Workforce Florida, an inductee into the Miami-Dade College and WACE Halls of Fame for business and the recipient of the FIU Torch Award and other entrepreneurial awards.

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.

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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 June 30, 2013.