



BIOHEART

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For Immediate Release

BIOHEART ANNOUNCES NEW CLINICAL SITE IN MEXICO

Sunrise, FL – November 25, 2013 – [Bioheart, Inc.](#) (BHRT.OB,) a biotech company focused on the discovery, development and commercialization of autologous cell therapies, has announced that it has initiated a new clinical site in collaboration with Global Stem Cell Group in Cozumel, Mexico. The two companies have successfully treated their first congestive heart failure patient at the new clinical site last week using Bioheart’s AdipoCell (adipose derived stem cells).

The therapy involved the use of stem cells derived from the patient’s own fat (adipose tissue) obtained using liposuction. The recovered stem cells were injected into the patients’ heart with Bioheart’s MyoCath® needle injection catheter which allows for introduction of the cells directly into the heart without invasive surgery.

Dr. Rafael Moguel, the treating Interventional Cardiologist and head of the cardiac program at the Centro Medico de Cozumel commented on Bioheart’s therapy, “Our center is very excited to participate in the cutting edge programs at Bioheart. We can offer new hope to patients suffering from debilitating diseases by utilizing regenerative medicine and delivering these non-invasively into the heart.”

The catheter was introduced using a radial artery approach, the first such documented stem cell case with this delivery method. The benefit to a radial artery approach is that the patient does not need to lie flat for up to 6 hours as in a femoral

artery approach. Patients are able to sit up, walk and eat immediately following the procedure and the risk of internal bleeding is eliminated.

Bioheart and Global Stem Cell Group have designed several different protocols to be utilized at the center in Cozumel and are offering treatments to patients for a variety of different indications.

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.

About the Global Stem Cell Group

[Global Stem Cells Group, Inc.](#) is the parent company of six wholly owned operating companies dedicated entirely to stem cell research, training, products and solutions. Founded in 2012, the company combines dedicated researchers, physician and patient educators and solution providers with the shared goal of meeting the growing worldwide need for leading edge stem cell treatments and solutions. With a singular focus on this exciting new area of medical research, Global Stem Cells Group and its subsidiaries are uniquely positioned to become global leaders in cellular medicine.

Global Stem Cells Group's corporate mission is to make the promise of stem cell medicine a reality for patients around the world. With each of GSCG's six operating companies focused on a separate research-based mission, the result is a global network of state-of-the-art stem cell treatments.

To learn more about Global Stem Cells Group, Inc., and for investor information, visit the [Global Stem Cell Group website](#), email bnovas@regenestem.com, or call 305-224-1858.

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 31, 2013.