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For Immediate Release

BIOHEART ADDS TWO SERVICE PROVIDERS TO ITS TEAM OF RESOURCES

Sunrise, FL – September 30, 2013 - Bioheart, Inc. (BHRT.OB), a biotechnology company focused on the discovery, development and, subject to regulatory approval, commercialization of autologous cell therapies for the treatment of chronic and acute heart damage, has enhanced its resources with the addition of two service providers on its team – Outside Eyes and Mitrani, Rynor, Adamsky & Toland, P.A.

Outside Eyes (www.outsideeyes.com), a branding and strategic marketing company, has been engaged to support the company's marketing plan and investor relations efforts. The marketing plan includes developing additional lines of business and revenue generators involving human and animal stem cell products.

The commercial litigation law firm of Mitrani, Rynor, Adamsky & Toland, P.A. (www.mitrani.com) in Miami and Fort Lauderdale, with experience in Internet Law and Media & First Amendment Law, has been hired to assist Bioheart with the protection of intellectual property rights, libel, slander and privacy protection.

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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.