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For Immediate Release

**BIOHEART APPOINTS ADVISORY BOARD
OF BUSINESS AND FINANCIAL EXECUTIVES
*GREENBERG TRAUIG LAW FIRM NAMED SEC COUNSEL***

Sunrise, FL - February 29, 2012 - Bioheart, Inc. (BHRT.OB) announced today it has appointed a five-member Advisory Board comprised of local and international business, financial and marketing executives to assist in the development of the company's new business plan.

In addition, Corporate & Securities attorney David E. Wells, a Shareholder with the law firm of Greenberg Traurig has been engaged by Bioheart as SEC counsel.

“The trusted advice and valued input of this group of change agents will refine Bioheart’s short term and long term strategies for raising capital, monetizing assets and developing alternative revenue streams.” said Mike Tomas, president and CEO. “We are also very pleased that David Wells and his legal team at Greenberg Traurig will be providing us with the counsel and guidance needed to take Bioheart to the next level.”

The members of the Advisory Board have successfully grown companies, held C-level positions at public and privately held companies and executed complex million-dollar financial transactions.

The five-member Advisory Board members consist of:

- **Gary G. Altman, PhD** is a former General Manager of a \$200 million Global Business Unit at Beckman Coulter – Danaher Corporation, Co-Founder and COO of Sequoia Pharmaceuticals, and Vice President of Strategy, Market and Business Development for Hemostasis Business. He is a PhD scientist who has successfully founded and built venture-backed biotech companies, planned and executed exit strategies, established strategic alliances and co-development agreements in the US and Europe and successfully developed, marketed and launched new medical markets.

- **Louis Risi, Jr.** has owned, operated, acquired and sold numerous business ventures during his 50-year business career. As a successful insurance and manufacturing executive, he served as former President/CEO of National Investors Fire & Casualty Co. and Norin Corporation. He has held numerous Executive Committee and Director level positions.

- **Ari Rollnick** is a Principal at kabookaboo, an award-winning integrated marketing company that combines creative talent with strategic insight and online development with social media expertise. Rollnick’s expertise includes branding, strategy, digital media, social media and traditional design.

- **Charles P. Sacher** is a founding Shareholder with the law firm of Sacher, Martini & Sacher, P.A. He is a member of the Advisory Council at Notre Dame Law School.

- **Frank L. Young** has more than 30 years of experience launching and managing venture-backed companies in the technology and health care industries. He recently served as CFO with CuRNA, a Jupiter, FL-based health care company known for its discovery of new therapeutic compounds, where he engineered the sale of the company in fewer than two years for more than five times the invested capital.

Bioheart officers and executives on the Advisory Board include Chairman of the Board, William P. Murphy, M.D.; President/CEO Mike Tomas; and Chief Science Officer Kristin Comella.

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.

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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, 2010, and its Quarterly Report on Form 10-Q for the quarter ended September 30, 2011.

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