



BIOHEART

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For Immediate Release

BIOHEART BOOSTS TEAM WITH REGULATORY, FINANCE AND ADMINISTRATIVE EXPERTISE *THREE NEW KEY POSITIONS ADDED*

Sunrise, Fl. --- September 23, 2013 -- Bioheart, a leader in developing stem cell therapies to treat cardiovascular diseases, has expanded its team by adding three key strategic positions with regulatory, finance and administrative expertise.

“This experienced and talented team will assist Bioheart in its transformation to a late stage clinical biotechnology company,” said Mike Tomas, CEO of Bioheart.

Joining as Senior Compliance Officer of Bioheart, Dr. Colleen Robb ensures third-party objectivity in all internal processes, and works with management on external negotiations and the development of Bioheart’s FCPA protocols as the company expands international efforts. With more than 14 years of experience in the non-profit sector, Dr. Robb is recognized internationally as a prominent researcher in the area of social entrepreneurship and strategy, specifically examining how social ventures can maintain advantage in the marketplace. She is also an Assistant Professor of undergraduate and graduate programs at Keller Graduate School of Management at DeVry University. Dr. Robb received her doctoral degree from Åbo Akademi University in Turku, Finland and her master’s degree in business administration from Florida International University.

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Finance and Operations Manager Gisela Freeman is a tenured legal and finance operations executive with more than 20 years experience who, prior to joining Bioheart, served as a Service Representative for the Social Security Administration offices of the federal government in Miami, providing assistance to beneficiaries and representative payees.

Susanna Mestre, Administrative Manager, has more than 10 years experience successfully leading internal operations for technology businesses. Prior to joining Bioheart, she served as President for Euro Broadcast Corporation in Miami, where she was responsible for handling the company's accounting and finances, as well as customer service. She received her Associate of Arts degree from Miami Dade College and a graduate degree in Foreign Language from the Universita Per Stranieri in Perugia, Italy.

About Bioheart

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.