

April 4, 2012



## BioRestorative Therapies Retains KCSA Strategic Communications as Investor Relations Counsel

JUPITER, Fla., April 4, 2012 /PRNewswire/ -- **BioRestorative Therapies, Inc. ("BRT" or the "Company")** (OTCQB: BRTX) announced today that it has retained KCSA Strategic Communications, a leading New York-based communications firm, to direct the Company's investor relations program.

KCSA has been retained to employ a thorough, multi-faceted investor relations (IR) communication campaign designed to enhance BRT's reputation among the investment community. Since KCSA's inception over forty years ago, the firm has developed a strong reputation for its work representing public companies. Todd Fromer, Managing Partner of KCSA, will lead the KCSA team and provide strategic counsel on financial communication matters.

"As we work toward our goal of becoming a medical center of excellence for using adult stem cells to allow patients to undergo cellular-based treatments, we believe now is the time to build awareness in the investment community," commented BioRestorative Therapies Chairman and CEO Mark Weinreb. "With KCSA instituting a strategic and proactive communications program, we will effectively highlight the major advancements that BRT is developing in the cell therapy arena."

Mr. Fromer stated, "BioRestorative Therapies is at the cutting-edge of the life sciences industry, developing treatments that have far-reaching applications and the potential to improve the quality of life for those who undergo them. We are excited to work with management to gain exposure with retail and institutional investors and tell their unique story."

### **About BioRestorative Therapies, Inc.**

BioRestorative Therapies, Inc.'s goal is to become a medical center of excellence using cell and tissue protocols, primarily involving a patient's own (autologous) adult stem cells (non-embryonic), allowing patients to undergo cellular-based treatments. In June 2011, the Company launched a technology that involves the use of a brown fat cell-based therapeutic/aesthetic program, known as the ThermoStem™ Program. The ThermoStem™ Program will focus on treatments for obesity, weight loss, diabetes, hypertension, other metabolic disorders and cardiac deficiencies and will involve the study of stem cells, several genes, proteins and/or mechanisms that are related to these diseases and disorders. As more and more cellular therapies become standard of care, the Company believes its strength will be its focus on the unity of medical and scientific explanations for clinical procedures and outcomes for future personal medical applications. The Company also plans to offer and sell facial creams and products under the Stem Pearls® brand.

## **About KCSA Strategic Communications**

Founded in 1969, KCSA Strategic Communications is an integrated communications agency that helps clients synchronize their brand messages across investor relations, public relations and all other strategic marketing channels. The firm offers its clients a rare opportunity to achieve true brand alignment and develop close, meaningful relationships with their key audiences. For further information please visit [www.kcsa.com](http://www.kcsa.com).

*This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events or results to differ materially from those projected in the forward-looking statements as a result of various factors and other risks, including those set forth in the Company's Form 10, as amended, filed with the Securities and Exchange Commission. You should consider these factors in evaluating the forward-looking statements included herein, and not place undue reliance on such statements. The forward-looking statements in this release are made as of the date hereof and the Company undertakes no obligation to update such statements.*

### Investor Contacts:

KCSA Strategic Communications

Philip Carlson / Brad Nelson

+1 212.896.1233 / +1 212.896.1217

[pcarlson@kcsa.com](mailto:pcarlson@kcsa.com) / [bnelson@kcsa.com](mailto:bnelson@kcsa.com)

SOURCE BioRestorative Therapies, Inc.