February 11, 2014

Boston Therapeutics Signs Agreement to Market SugarDown(R) in the U.S.

MANCHESTER, NH -- (Marketwired) -- 02/11/14 -- Boston Therapeutics, Inc. (OTCQB: BTHE) ("Boston Therapeutics" or "the Company"), an innovative developer of drugs that address diabetes using complex carbohydrate chemistry, has signed a consulting agreement with Generosus Advisors, LLC and Fortified Management Group, LLC to market SugarDown® in the United States on a non-exclusive basis. The marketing effort will be conducted via the Help Now Network (HNN), a healthcare marketing company and its affiliates. SugarDown® is a dietary supplement that is indicated in its functional claims to support healthy blood sugar and has shown in clinical studies to reduce after meal sugar spikes.

HNN maintains a database through its affiliate of approximately two million members, many of whom fit the SugarDown® market demographic. SugarDown® will be test-marketed via trained outbound call center outreach and electronic media. Fulfillment of all customer orders for SugarDown® will be managed by HNN and other direct distribution channels.

Kenneth A. Tassey, Jr., President, Boston Therapeutics, said, "In our marketing agreement for SugarDown® in the United States, we are working with a company that has a broad knowledge of the needs of those who fit our ideal customer profile. HNN has created an impressive database of loyal members. We are confident that HNN will effectively communicate the benefits of SugarDown® to these individuals and efficiently distribute the product when orders are placed."

Thomas Scipione of Help Now Networks, added, "We are very excited to introduce SugarDown® to our two million members. Over the past several years we have marketed many products that are beneficial to our members to help them better manage their disease. We plan to rollout a marketing campaign for SugarDown® in the next few weeks. Help Now Networks is in the business of lead generation through digital media and telemarketing services. For the past five years HNN's primary focus has been in healthcare of which diabetes has been our core campaign."

About SugarDown®

SugarDown® is a non-systemic complex carbohydrate-based dietary food supplement designed to support healthy blood glucose using proprietary processes and technology. SugarDown®, is an OTC chewable tablet that, when taken prior to meals, is designed to reduce post-meal elevation in glucose. SugarDown® works in the gastrointestinal tract to reduce the sharp spikes in blood sugar associated with eating high carbohydrate foods, particularly those with high glycemic index, which break down quickly into the blood stream.

About Boston Therapeutics, Inc.

Boston Therapeutics, headquartered in Manchester, NH, (OTCQB: BTHE) is an innovator in designing drugs using complex carbohydrate chemistry. The Company's product pipeline is focused on developing and commercializing therapeutic molecules that address diabetes and inflammatory diseases, including: BTI320 (formerly PAZ320), a non-systemic chewable therapeutic compound designed to reduce post-meal glucose elevation, and IPOXYN, an injectable anti-necrosis drug designed initially to treat lower limb ischemia associated with diabetes. SugarDown® is a non-systemic complex carbohydrate-based dietary food supplement designed to support healthy blood glucose. More information is available at www.bostonti.com.

Forward Looking Statements

This press release contains, in addition to historical information, forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to future events or future financial performance, and use words such as "may," "estimate," "could," "expect" and others. They are based on our current expectations and are subject to factors and uncertainties which could cause actual results to differ materially from those described in the statements. Factors that could cause our actual performance to differ materially from those discussed in the forward-looking statements include, among others, that our plans, expectations and goals regarding the clinical trials are subject to factors beyond our control and provide no assurance of FDA approval of our drug development plans. Our clinical trials may not produce positive results in a timely fashion, if at all, and any necessary changes during the course of the trial could prove time consuming and costly. We may have difficulty in enrolling candidates for testing, which would affect our estimates regarding timing, and we may not be able to achieve the desired results. Any significant delays or unanticipated costs in the trials could delay obtaining meaningful results from Phase II and/or preparing for Phase III with the current cash on hand.

Upon receipt of FDA approval, we may face competition with other drugs and treatments that are currently approved or those that are currently in development, which could have an adverse effect on our ability to achieve revenues from this proposed indication. Plans regarding development, approval and marketing of any of our drugs, including BTI320, are subject to change at any time based on the changing needs of our company as determined by management and regulatory agencies. To date, we have incurred operating losses since our inception, and our ability to successfully develop and market drugs may be affected by our ability to manage costs and finance our continuing operations. For a discussion of additional factors affecting our business, see our Annual Report on Form 10-K for the year ended December 31, 2012, and our subsequent filings with the SEC. You should not place undue reliance on forward-looking statements. Although subsequent events may cause our views to change, we disclaim any obligation to update forward-looking statements.

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