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Boston Therapeutics Announces Official Sales and Marketing Launch of Sugardown® in Asia

LAWRENCE, Mass., Feb. 14, 2019 (GLOBE NEWSWIRE) -- Boston Therapeutics Inc. (the “Company” or “BTI”) (OTCQB:BTHE), an innovator in the design, development and commercialization of novel therapeutics as an adjunct therapy for diabetes, launches the initial sales and marketing of cross border products in China via one of the largest e-commerce platform: Tao Bao. Newly manufactured Sugardown® chewable tablets have been received in China in Jan 2019 to support the launching of product by an elite e-marketing group (JD Jin Long) in China. The campaign, which features a series of promotional offers, will be the e-focus to drive sales for the next four weeks. A total of 5,000 units have been allocated for this initial sales launch. Taking advantage of this expensive social commerce infrastructure that is unique to Asia, we intend to expand our territories with initial efforts in the Shandong province.

Ongoing clinical development support in the USA and Asia will continue to be performed as we expand the safety and efficacy portfolio of the investigational product. In addition, efforts for seeking a collaborative partner for the marketing of the product in India and other SE Asian countries including the Philippines continues in 2019. CEO, Carl W Rausch commented on the significance of sales support from its Asian partners. “We are pleased with the on-going advancement of Boston Therapeutics, particularly with the revenue stream from Sugardown® sales in Asia. We will continue to focus our efforts to bring awareness of our product and its potential to be a convenient tool to help induce habit change that will improve the overall quality of life in return.”

About Boston Therapeutics, Inc. www.bostonti.com

Boston Therapeutics, headquartered in Lawrence, MA (OTCQB: BTHE) and with an office in Albuquerque, NM is an innovator in design, development and commercialization of novel compounds to treat diabetes and diabetes related complications. The company has proprietary compounds based on glucose chemistry, peptide chemistry and protein conjugates.

Forward Looking Statement

This press release includes forward-looking statements. These statements may be identified by words such as “feel,” “believes,” “expects,” “estimates,” “projects,” “intends,” “should,” “is to be,” or the negative of such terms, or other comparable terminology. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from the forward-looking statements contained herein. Factors that could cause actual results to differ materially include, but are not limited to: our limited operations and need to expand in the near future; risks associated with obtaining regulatory approval of our products; the

ability to protect our intellectual property; the potential lack of market acceptance of our products; potential competition; our inability to retain key members of our management team; our inability to raise additional capital to fund our operations and business plan; our ability to continue as a going concern; our liquidity and other risks and uncertainties and other factors discussed from time to time in our filings with the Securities and Exchange Commission ("SEC"), including our annual report on Form 10-K filed with the SEC. Boston Therapeutics expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

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