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Boston Therapeutics Launches SUGARDOWN(R) Publicity Campaign

MANCHESTER, NH--(Marketwire -04/06/12)- **Boston Therapeutics, Inc.** (OTC.BB: [BTHE.OB](#) - [News](#)), a developer of diabetes therapeutics, announced today that it has launched a publicity campaign to increase consumer awareness of its OTC dietary supplement product SUGARDOWN®. The Company will employ wire services and other online and offline communication channels.

Applied Carbohydrate Technology and the SUGARDOWN® Story

A GRAS certified (Generally Regarded As Safe) Functional Food Supplement is providing new choices for the Diabetic Community

More and more people worldwide are finding themselves in a battle to understand and respond to how their intake of carbohydrates affects their overall health and wellness.

Boston Therapeutics, Inc, the makers of SUGARDOWN®, has been on a mission to develop, manufacture and market natural compounds to provide healthier non-systemic alternatives for pre-diabetic, type 1 and 2 diabetics. Utilizing a proprietary approach, Boston Therapeutics' researchers have developed a natural chewable tablet eaten before meals that inhibits certain enzymes that release glucose from complex carbohydrates during digestion. This activity reduces the Glycemic Index of some foods, thus moderating the after-meal glycemic spike.

The Glycemic Index (GI) measures the rate at which carbohydrates are released from foods into the body, and ranks them according to their effect on blood glucose levels. Choosing low GI carbohydrates, which result in small changes in blood glucose and insulin levels, can help to reduce the risk of diabetes and heart disease, and aid in weight loss.

"As an inventor of SUGARDOWN®, knowing that we have a natural dietary supplement that can help make a difference in people's lives is very exciting," said David Platt, Ph.D., Boston Therapeutics founder and CEO. "People with high blood sugar want some options in their life: a little freedom to choose, and that is what SUGARDOWN® is all about."

SUGARDOWN®'s healthier non-systemic approach comes at the right time, as fear over sky-rocketing levels of diabetes has made many consumers unsure of the healthiest way to eat and sometimes are left with very few options.

All-natural SUGARDOWN® is a chewable dietary supplement that is taken before carbohydrate-containing meals to reduce the post-meal elevation of blood sugar.

FORWARD-LOOKING STATEMENTS: Any statements in this news release about future expectations, plans and prospects for the Company constitute forward-looking statements as defined in the "safe harbor" provisions of the Private Securities Litigation Reform Act of

1995. These forward-looking statements are based on management's current expectations and are subject to a number of factors and uncertainties, which could cause actual results to differ materially from those described in such statements.

More information about those risks and uncertainties is contained and discussed in the Company's most recent quarterly or annual report and in the Company's other reports filed with the Securities and Exchange Commission. The forward-looking statements represent the Company's views as of the date of this news release and should not be relied upon to represent the Company's views as of a subsequent date. While the Company anticipates that subsequent events may cause the Company's views to change, the Company disclaims any obligation to update such forward-looking statements.

SUGARDOWN® is a registered trademark of Boston Therapeutics, Inc.

www.sugardown.com