

June 21, 2012



Boston Therapeutics to Launch SUGARDOWN(R), a Non-Systemic Approach to Managing Blood Glucose, at the Endocrinology Annual Meeting

MANCHESTER, NH -- (MARKETWIRE) -- 06/21/12 -- Boston Therapeutics, Inc. (OTCQB: BTHE) (OTCBB: BTHE) ("Boston Therapeutics" or "the Company"), a developer of complex carbohydrate therapeutics to treat diabetes and inflammatory diseases, today announced that it is launching SUGARDOWN®, a non-systemic, chewable tablet to moderate post-meal blood glucose. The Company is presenting and exhibiting at the 94th Endocrinology Annual Meeting & Expo being held at the George R. Brown Convention Center in Houston, TX from June 23rd-26th, 2012.

Dr. David Platt, Chairman and CEO, Boston Therapeutics, with more than 30 years experience in complex carbohydrate research, will present on Sunday, June 24th at 11:00 am in the convention center theater. Dr. Platt will provide insights into an area of science which has been virtually unexplored by diabetes researchers. Dr. Platt will focus on glycemic control for pre-diabetics and diabetics as a major factor in managing blood glucose. Boston Therapeutics has developed the over-the-counter product SUGARDOWN® and drug candidate PAZ320 which utilize a proprietary polysaccharide to reduce post-meal elevation of blood glucose by blocking the carbohydrate hydrolyzing enzymes in the intestine.

Dr. Platt and members of senior management, including Medical Director, Dr. Hana Chen-Walden, will be available to meet with interested parties to discuss the Company and its SUGARDOWN® product at the Company's exhibition hall booth #1111.

About SUGARDOWN®

SUGARDOWN®, a non-systemic dietary supplement, is a complex carbohydrate-based chewable tablet designed to moderate post-meal blood glucose. It is a proprietary polysaccharide designed to be taken before meals and works in the gastrointestinal tract to block the action of carbohydrate-hydrolyzing enzymes which break down carbohydrates into simple sugars. SUGARDOWN® is commercially available at www.sugardown.com.

About Boston Therapeutics, Inc.

Boston Therapeutics, headquartered in Manchester, NH, (OTCQB: BTHE) is a leader in the field of complex carbohydrates, a specialized field involving understanding the importance of the role that carbohydrates play in biochemistry and progression of

diseases. The Company's initial product pipeline is focused on developing and commercializing therapeutic molecules for diabetes: SUGARDOWN®, a non-systemic chewable complex carbohydrate dietary supplement designed to moderate post-meal blood glucose; PAZ320, a non-systemic chewable therapeutic compound designed to reduce post-meal glucose elevation, and IPOXYN™, a systemic, injectable complex carbohydrate-based oxygen therapeutic for limb ischemia. More information is available at www.bostonti.com.

Forward-Looking Statements

The Company's views as of the date of this press release 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.

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 press 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.

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