

July 16, 2012



Boston Therapeutics to Present Corporate Update at the SeeThruEquity Microcap Investor Forum

MANCHESTER, NH -- (MARKETWIRE) -- 07/16/12 -- **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 David Platt, Ph.D., Chief Executive Officer, is presenting a corporate update at the SeeThruEquity Microcap Investor Forum at the Cornell Cub in New York City on July 18th, 2012 at 2:00 p.m.

"With solid progress on two of our products, SUGARDOWN® and PAZ320, we look forward to telling our story to investors," said Dr. Platt. As we expand our corporate and product branding, our goal is to increase awareness about who we are, what we do and the role that our products play in improving people's lives."

Recent Developments

- The Company recently completed a Phase II study at Dartmouth Hitchcock Medical Center for PAZ320. Interim trial results indicated no safety concerns from the open label dose escalation crossover trial on Type 2 diabetic patients.
- The Company received an equity investment from Advance Pharmaceutical Company (APC). APC is a leading Hong Kong-based pharmaceutical company and currently sells more than 400 types of licensed pharmaceutical products, consisting of prescription and over-the-counter products. APC also made an equity investment in 2011.
- The Company received its first commercial purchase orders for SUGARDOWN® from Advance Pharmaceutical Company and from a distributor in Italy.
- Recently, the Company launched SUGARDOWN® in the U.S. at the Endocrinology Annual Meeting in Houston. SUGARDOWN®, a non-systemic chewable tablet to manage blood glucose, is now 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™, an injectable anti-hypoxia drug specifically designed to treat lower limb ischemia associated with diabetes. 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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