

April 23, 2013



Amarantus Appoints Russell Miller as Director of Investor Relations

SUNNYVALE, Calif.-- Amarantus BioScience Holdings, Inc. (OTCQB: AMBS), a biotechnology company discovering and developing treatments and diagnostics for diseases associated with the neurodegeneration and apoptosis, today announced it has appointed Russell Miller as Director of Investor Relations.

Mr. Miller previously served as Director of Investor Relations for US Data Works and for Force Protection, Inc. He has assisted in raising capital for companies both public and private, including real estate financing, development, and joint ventures for over 20 years. He has successfully participated in private placements, mezzanine financing, joint ventures, mergers and acquisitions, reverse mergers, national exchange up-listings and acquisitions for companies on the OTC, AMEX, and NASDAQ. As a consultant Mr. Miller has assisted a multitude of companies by developing their strategic plans for growth, liquidity, and return on equity by facilitating relationships with investment bankers, government relations officers, financiers, the media, and marketing and public relation firms. He has a broad range of worldwide contacts throughout the investment banking community, which include a large number of accredited investors and investment institutions.

About Amarantus

Amarantus is a development-stage biotechnology company founded in January 2008. The Company has a focus on developing certain biologics surrounding the intellectual property and proprietary technologies it owns to treat and/or diagnose Parkinson's disease, Traumatic Brain Injury, Ischemic Heart Disease and other human diseases. The Company owns the intellectual property rights to a therapeutic protein known as Mesencephalic-Astrocyte-derived Neurotrophic Factor ("MANF") and is developing MANF-based products as treatments for brain disorders. The Company also is a Founding Member of the Coalition for Concussion Treatment (#C4CT), a movement initiated in collaboration with Brewer Sports International seeking to raise awareness of new treatments in development for concussions and nervous-system disorders. The Company also owns intellectual property and licenses for the diagnosis of Parkinson's disease and Alzheimer's disease. For further information please visit www.Amarantus.com.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about the possible progress of the MANF technology in treating Parkinson's disease, as well as statements about expectations, plans and prospects of the development of Amarantus' diagnostic product candidates for Parkinson's and Alzheimer's disease. These forward-looking statements are subject to a number of risks, uncertainties and assumptions,

including the risks associated with development of therapeutic drug candidates, as well as the risks, uncertainties and assumptions relating to the development of Amaranthus' new product candidates, including those identified under "Risk Factors" in Amaranthus' most recently filed Annual Report on Form 10-K and Quarterly Report on Form 10-Q and in other filings Amaranthus periodically makes with the SEC. Actual results may differ materially from those contemplated by these forward-looking statements Amaranthus does not undertake to update any of these forward-looking statements to reflect a change in its views or events or circumstances that occur after the date of this presentation.

Media Contact

LHA

Don Markley, Senior Vice President

310-691-7100

dmarkley@lhai.com

and

Investor Relations

Amarantus Bioscience Holdings, Inc.

Russell Miller, Director of Investor Relations

408-737-2734 x 109

ir@amarantus.com

Source: Amaranthus BioScience Holdings, Inc.