

May 8, 2014



BioCorRx, Inc. Executes Letter of Intent to Sell Rights for the Start Fresh Program in Nevada

Los Angeles, May 8, 2014 (GLOBE NEWSWIRE) --[BioCorRx Inc.](#) (OTCQB: BICX), a leader in addiction treatment and rehabilitation programs, announced it has entered into a letter of intent to sell the exclusive license and distribution rights of its Start Fresh Program to DanBar Partners for the state of Nevada. Under the terms of the pending agreement, DanBar Partners will agree to pay BioCorRx, Inc. a one-time upfront license fee plus an ongoing upfront fee per program order in the state of Nevada. The principals of DanBar Partners are Bonnie Barnett and Ted Dann. Mr. Dann has developed, owned and operated several successful businesses in a variety of fields and Ms. Barnett has founded, owned and operated businesses in publishing and healthcare. She has over 30 years of experience in healthcare operations, business development, administration and finance.

Nevada is a highly sought after tourist destination, seeing approximately 45 Million visitors annually. Nevada is fairly lax when it comes to impaired driving, interlock laws are weak and the state does not track repeat DUI offenders. Therefore, it is not surprising that the state recently saw a 17% increase in drunk driving fatalities resulting in a \$442 Million cost to taxpayers. In 2006 Nevadans ranked #1 for the state with the highest rate of hydrocodone abuse, and on average the state consumes twice as many prescription painkillers than any other state. It is not surprising, given those statistics, that the state ranks as the third highest in the nation for drug overdose deaths, according to data from the Centers For Disease Control. Bringing the Start Fresh Program to Nevada will positively impact many local families suffering from addiction, while creating a broader revenue stream for BioCorRx, Inc. Additionally, any marketing efforts for the Start Fresh Program in Nevada have the potential to be seen by millions of tourists annually.

"We are pleased about our new relationship with Bonnie Barnett and Ted Dann of DanBar Partners. They have a wealth of experience that should not only help them to be successful in Nevada, but could benefit the company as a whole, as well as other licensees. It just makes sense to have the Start Fresh Program available to people struggling with addiction in Las Vegas and the rest of the state," said Kent Emry, CEO of BioCorRx, Inc.

"Unfortunately many people with addictions travel to that state, so the marketing efforts of DanBar in the state can potentially reach millions of people that reside elsewhere worldwide."

Recent Media

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About BioCorRx, Inc.

BioCorRx, Inc. (OTCQB: BICX) is an addiction treatment and rehabilitation company on the

leading edge of substance abuse addiction treatment. The company has developed a highly effective program called the Start Fresh Program™ consisting of two components used by various addiction clinics in the US. Clinic reports show that the treatment program has an extremely high success rate with individuals that complete the program. The first component of the program consists of an outpatient implant procedure performed by a licensed physician that delivers therapeutic levels of the drug Naltrexone, an opioid antagonist that significantly reduces physical cravings for alcohol and opioids, into the body. The second component of the program developed by BioCorRx, Inc. is a one on one coaching program specifically tailored for the treatment of alcoholism and other substance abuse addictions. For more information on BICX, visit www.BioCorRx.com

Safe Harbor Statement

The information in this release includes forward-looking statements. These forward-looking statements generally are identified by the words "believe," "project," "estimate," "become," "plan," "will," and similar expressions. These forward-looking statements involve known and unknown risks as well as uncertainties, including those discussed in the following cautionary statements and elsewhere in this release. Although the Company believes that its expectations are based on reasonable assumptions, the actual results that the Company may achieve may differ materially from any forward-looking statements, which reflect the opinions of the management of the Company only as of the date hereof.

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