

January 29, 2015



BioCorRx, Inc. Announces Availability of its Start Fresh Program(r) for Treating Addiction in the Dallas Metropolitan Area

Los Angeles, Jan. 29, 2015 (GLOBE NEWSWIRE) --[BioCorRx, Inc.](#) (BICX), developer of the Start Fresh Program, announces expansion into Texas with the opening of a Start Fresh Recovery clinic in the Dallas metropolitan area. The new center will be opened as the result of an agreement with Start Fresh Management, LLC. Start Fresh Management, LLC currently manages numerous Start Fresh Recovery centers around the country. "We are pleased to start 2015 with the opening of a new Start Fresh location, especially in a market such as Dallas, Texas," stated COO & interim CEO, Brady Granier. "We believe that expansion into this territory will bring hope to families in the heavily populated Dallas-Fort Worth metropolitan area, while expanding brand awareness and revenue for BioCorRx, Inc." The center is located at 4104 W 15th Street, Suite 202, Plano, Texas 75093 and plans to begin initial patient consultations next week. With the opening of this new location, there will now be a total of 11 centers across the United States offering the Start Fresh Program.

The population of Texas is nearly 27 million people, with approximately 6.5 million residing in the Dallas-Fort Worth metropolitan area, making it the largest metropolitan area in the south. According to MADD, Texas leads the nation in drunk-driving fatalities. MADD estimates the cost to taxpayers as a result of these fatalities is \$6.2 billion annually. According to the Texas Department of State Health Services, non-medical use of prescription painkillers has remained steady over the last several years, while fatalities due to opioids have steadily increased.

"The opening of a new center in Texas is another step towards our goal of widespread national distribution of the Start Fresh Program. The more distribution points that can be established around the country, the more families that can be helped, as addiction is not confined to coastal cities and scenic resorts where many traditional rehabilitation centers are found. We want to bring effective treatment to everyone who wants it, no matter where they live. One of the most important aspects of our program is that it allows people to be treated within the framework of their own lives," said Mr. Granier.

2014 was a pivotal year for BioCorRx, Inc. Start Fresh clinics saw a 402% increase in patients treated from 2013 to 2014. Over the course of 2015, the company is continuing the process of developing more new territories to continue expansion.

Number of clinics at the end of each quarter

-Q1, 2014 -- 5 clinics offering the Start Fresh Program

-Q2, 2014 -- 6 clinics offering the Start Fresh Program

-Q3, 2014 -- 6 clinics offering the Start Fresh Program

-Q4, 2014 -- 10 clinics offering the Start Fresh Program

Visit BioCorRx, Inc.'s investor relations website www.BICXcorp.com to receive the most up to date company information.

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About BioCorRx, Inc.

BioCorRx, Inc. ® (OTCQB: BICX) is an addiction treatment and rehabilitation company offering a unique approach to the treatment of substance abuse addiction. The Start Fresh Program® consists of two components. The first component of the program consists of an outpatient implant procedure performed by a licensed physician. The implant 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. Clinic reports show that the treatment program can be successful for individuals who complete the program. 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. 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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Source: BioCorRx