

April 28, 2015



## **BioCorRx, Inc. and Start Fresh Featured on MSNBC, SAMHSA and NIAAA Endorse Medication for Treatment of Alcohol Abuse Disorders**

Los Angeles, April 28, 2015 (GLOBE NEWSWIRE) --[BioCorRx, Inc.](#) (BICX) announces MSNBC segment featuring Brady Granier, COO and interim CEO, alongside Start Fresh Program and Growing Pains alum, Jeremy Miller. The two were interviewed by Tamron Hall of NewsNation to discuss Jeremy's success with the Start Fresh Program, a medication-assisted treatment program developed by BioCorRx that is used to treat alcohol and opioid addiction. The MSNBC segment originally aired on April 21, 2015 and can be viewed online [here](#).

This television appearance followed a recent endorsement of medication-assisted treatment (MAT) for alcohol addiction by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the National Institute on Alcohol Abuse and Alcoholism (NIAAA). According to an article found [here](#) from Healio.com earlier this month, the groups collaborated on assembling a panel of experts to review data on the efficacy of treatment protocols that use medication in the treatment of alcoholism. The panel's findings showed drugs such as Naltrexone, the FDA approved pharmaceutical used in the specially formulated implant that is part of the Start Fresh Program, to be effective in the treatment of alcohol abuse as well as managing relapse.

"We are pleased to see medication-assisted treatment, especially when it comes to Naltrexone, getting the attention it deserves that has been long overdue. We have always believed that drugs like Naltrexone, which is used in the implant portion of the Start Fresh Program, have massive potential for helping addicted individuals reach the road to recovery when coupled with therapy. With institutions such as SAMHSA and NIAAA endorsing the use of medication-assisted treatment, we can hope that the number of families and individuals helped by programs such as ours will increase dramatically. We believe that we are seeing a fundamental shift in how addiction is classified and treated. Now it's time for the healthcare providers, payors, and all levels of government to help to bring more education and awareness to this evolution in addiction treatment," stated Granier.

Visit BioCorRx, Inc.'s investor relations website [www.BICXcorp.com](http://www.BICXcorp.com) to receive the most up to date company information.

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[Click here to view the MSNBC segment featuring Brady Granier and Jeremy Miller](#)

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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®, a medication-assisted treatment (MAT) 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.BICXCorp.com](http://www.BICXCorp.com) or [www.StartFreshProgram.com](http://www.StartFreshProgram.com).

2014 was a pivotal year for BioCorRx, Inc. Clinics using the Start Fresh Program collectively saw a 402% increase in patients treated from 2013 to 2014. Over the course of 2015, the company plans to continue the process of developing more new territories with its partners.

Number of clinics at the end of each quarter offering the Start Fresh Program

- 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
- Q1, 2015 - 13 clinics offering the Start Fresh Program
- Q2, 2015 to date - 14 clinics offering the Start Fresh Program

### ***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.

CONTACT: Investor Relations

SmallCapVoice.com, Inc.

512-267-2430

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