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# BioCorRx Inc. Engages TVA Media Group to Manage National Television Branding and Awareness Campaigns

LOS ANGELES, March 6, 2014 (GLOBE NEWSWIRE) -- BioCorRx Inc. ("the Company") (OTCQB:BICX) is pleased to announce the launching of a national ad campaign by TVA Media Group, Inc. (TVA). As one of the top independent media companies in North America, TVA has turned hundreds of American brands into household names. The 60-second television ad, which has already been produced, is designed to bring national brand awareness to the Start Fresh Program by BioCorRx. "TVA has a long history of making an immediate impact on consumers and we are excited to start this campaign with them. They leverage their connections and buying power to secure some of the best, if not *the* best, television rates in the industry," said Kent Emry, CEO of BioCorRx.

The initial ad campaign will run for several weeks on national financial and business news cable networks, as well as on internet and social media websites. Campaign components include over 29,000 television airings in the top 210 Nielsen-ranked markets (140 national airings), as well as streaming video and top story feature placements on the homepage of various internet news portals.

"A lot of restructuring has taken place within our company over the last year and we now have multiple clinics using the Start Fresh Program around the country in key locations. Now that more clinics are in place, our main focus is to market and brand the Start Fresh Program across the country. We plan for this to be one of many ad campaigns with TVA," stated Emry.

## ***Recent Media***

<http://ehealthradio.podbean.com/2014/02/22/biocorr-x-inc-the-treatment-of-alcoholism-with-its-revolutionary-start-fresh-program/>

<http://thestockradio.com/ceyyfresh-start-private-management-inc-coo-brady-granier/>

<https://vimeo.com/85537808>

<https://vimeo.com/84401532>

<http://vimeo.com/m/84960767>

<http://www.thedoctorstv.com/videolib/init/10691>

## ***About BioCorRx***

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 85% 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 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](http://www.BioCorRx.com)

### **About TVA Media Group:**

Located adjacent to Universal Studios Hollywood, TVA has for the past 26 years created successful productions and media campaigns for Fortune 500s, startups, Top 100 PR firms and ad agencies, non-profits, professionals, and government agencies worldwide. TVA has an A+ rating with the BBB, Class 1 credit rating with D&B, hundreds of online references and case studies covering thirty product categories; and has won every major award in advertising, DRTV and PR. TVA does branding, B2B and pubco investor awareness campaigns with extremely cost-efficient placements on *CNBC*, *Bloomberg*, *Fox Business*, *CNN Airport*, etc. Clients include Qualcomm, MasterCard, Lexus, Oxy, Sony, Teradata, Cessna, Marriott, Ubisoft, Universal Studios, Westinghouse, World Vision and numerous microcaps - midcaps and funded startups. Visit <http://www.tvamediagroup.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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Source: BioCorRx