

March 13, 2014



BioCorRx Inc. National Television Campaign Commences

Los Angeles, March 13, 2014 (GLOBE NEWSWIRE) --[BioCorRx Inc.](#) ("the Company") ([OTCQB: BICX](#)) is pleased to share their new national advertisement by TVA Media Group, Inc. (TVA), which commenced yesterday. The company previously announced that it had engaged with TVA, one of the top independent media companies in North America, to create and manage the campaign. TVA has turned hundreds of American brands into household names. The 60-second television ad seen [here](#) is designed to educate the public about the Start Fresh Program developed by [BioCorRx](#). It will run for several weeks on various national cable networks and will 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 such as <http://www.healthworldnews.tv> and <http://www.businessworldnews.tv>

"We are very pleased with the ad campaign produced by TVA, and feel it will be very effective in increasing brand awareness across the country. We want the Start Fresh Program to be top of mind when families unfortunately find themselves needing help. Our program is proven to help, now it's time for the masses to know about it," said Brady Granier, COO of BioCorRx.

The Advertisement

<http://vimeo.com/88386330>

Recent Media

<https://vimeo.com/88412943>

<http://ehealthradio.podbean.com/2014/02/22/biocorrx-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

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.tvamedia.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