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BioCorRx, Inc. Announces Scheduled Opening of New Start Fresh Location in Las Vegas

Los Angeles, Sept. 2, 2014 (GLOBE NEWSWIRE) --[BioCorRx, Inc.](#) (OTCQB: BICX), a leader in addiction treatment and rehabilitation programs, announces the scheduled opening of a new location next week in Las Vegas, Nevada that will treat people using the company's Start Fresh Program. The clinic, named Start Fresh Recovery, will be owned by Dr. George Fallieras and located at 501 S. Rancho Drive, #H-50, Las Vegas, NV 89106. The new center will be marketed initially using billboards and radio in the Las Vegas market.

Nevada is a highly sought after tourist destination, seeing approximately 45 Million tourists annually. According to the most recent available data, Nevada's per capita consumption rate of alcohol ranked 4th highest in the nation. The state also ranks among the highest for illicit drug use and prescription drug abuse in all age groups, while ranking low in terms of accessibility to treatment programs. Statistically drug and alcohol abuse contribute to heightened crime rates and Nevada is no exception, having been ranked 2nd highest in the nation for violent crimes. In 2006 Nevadans ranked 1st 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 3rd highest in the nation for drug overdose deaths, according to data from the Centers for Disease Control and Prevention. 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. As addiction treatment options become more effective and accessible, crime rates should decrease making places like Nevada safer for residents and families.

"We are pleased that 2014 has been full of growth for the Start Fresh Program. The opening of yet another new center in a new state is great news for Nevada residents as well as for the BioCorRx revenue stream" said Kent Emry, CEO of BioCorRx, Inc. "Nevada is a hub for tourism that encourages excessive indulgence in vices. This new center will bring much hope for residents and families that are suffering as a result."

Visit BioCorRx, Inc.'s new 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 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.BICXCorp.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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