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BioCorRx, Inc. Enters Agreement with Former Bosley, Inc. CEO and Medical Marketing Experts to Assist in Acquisition and Operation of Management Company

Los Angeles, Dec. 9, 2014 (GLOBE NEWSWIRE) --[BioCorRx, Inc.](#) (BICX), developer of the Start Fresh Program®, announced today that the company has entered into an agreement with EROI, LLC., which is comprised of a team of three healthcare management and marketing experts. The team consists of Ron Corvino, Joe Volpe, and John Ohanesian, former CEO of Bosley, Inc. Under the terms of the agreement, they will assist the company in acquiring, and subsequently managing and operating, a medical management company. The purpose of the medical management company, which will operate as a subsidiary of BioCorRx, Inc., is to oversee existing and future Start Fresh Clinics in certain regions across the United States, thereby keeping the brand cohesive as the company continues to grow nationally. The goals of the management company will be to control expansion, ensure that clinic processes are streamlined, create effective marketing strategies, and uphold the Start Fresh brand to the highest standard of care for patients. The medical management company will also create an additional revenue stream for BioCorRx, Inc. through management fees. "The formation of this medical management company is very exciting news for BioCorRx Inc. and our shareholders", states BioCorRx, Inc. COO and Interim CEO Brady Granier. "The level of expertise brought by this experienced and knowledgeable team of seasoned professionals will put the expansion of the Start Fresh Program on a whole new trajectory."

The Start Fresh Program is currently available at ten independently owned clinics across the United States. The plan is for the management company to manage many of those current clinics, but more importantly, to manage all future clinics that are opened in territories that have not been sublicensed to other partners. "I see this as an exciting opportunity to scale the Start Fresh Program nationally based upon fundamentals similar to that of the Bosley business model. Most important is the tremendous opportunity we have to offer patients a successful, leading edge, medically grounded, alternative treatment program for alcohol and opioid addictive disorders" said Mr. Ohanesian.

John Ohanesian has over two decades experience serving as Chief Executive Officer of multiple companies including Bosley, Inc., Cosmedica, LLC, and Aderans Research Institute, Inc. Mr. Ohanesian spent twenty years as President & CEO of Bosley, the world's largest and most experienced hair restoration expert, which has been widely considered the preeminent direct-to-consumer, advertising-driven, retail medicine organization. Mr. Ohanesian coordinated the sale of Bosley to Aderans Co., the world's largest wig manufacturer and distributor, along with the acquisition and merger of MHR, the second largest US-based hair restoration enterprise. Under Mr. Ohanesian's leadership, Bosley became a nationally recognized, household brand. Mr. Ohanesian has also sat on the

Board of Directors for five enterprises, worked as the Administrator of Health Services for the Los Angeles Olympic Organizing Committee, served as Vice President of Marketing and Centers of Excellence for Saint John's Hospital & Health Center in Santa Monica, California, and was appointed to the California Citizens Compensation Commission, Sacramento, California by former California Governor George Deukmejian. The company believes that Mr. Ohanesian's experience brings the leadership, financial, and operational skills required to drive the Start Fresh model.

Ron Corvino is a seasoned media and marketing executive who has launched and led four direct marketing agencies. He is also considered an expert in understanding and evaluating health related lead generation companies. He was Co-Founder and President of Integrated Media Solutions, one of the nation's largest direct response media agencies whose clients included Bosley, Inc., Cancer Treatment Centers of America, Clear Choice Dental, and Laser Spine Institute. In 2011, Integrated Media Solutions was acquired by MDC Partners Inc. (NASDAQ: MDCA). Prior to his experience with Integrated Media Solutions, Mr. Corvino was president and a founder of two specialized marketing companies with combined billings over \$650 million. In 1996 Mr. Corvino and his partners sold these two companies, Media Incorporated and Media Direct Partners, to Interpublic Group of Cos. (NYSE: IPG). After the sale, Mr. Corvino joined Interpublic and co-founded Western Trading, which became the exclusive media-trading arm of Initiative Media, a global media agency. Over the course of his career, he has built and sold a total of four companies and has managed over one thousand employees in those combined companies. He has also worked closely with over 200 companies, many of which relied on him to restructure and streamline their operations.

Joseph Volpe has twenty years of experience in the direct-to-consumer self-elective medical procedures marketplace and most recently served as Principal and COO of Integrated Media Solutions. Mr. Volpe has also been directly involved with the growth of four major businesses; Lexi International/AEGIS, 800 Direct/CYBEREP, GB Data Systems, Journal of Longevity and Integrated Media Solutions. The company believes that Mr. Volpe's expertise in the areas of conversion strategy development and integration by media channel, data mining for new customer acquisition and retention, increasing conversion rates, increasing profitability, and company culture oversight will be highly beneficial to the Start Fresh Brand.

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 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. "BioCorRx" and "Start Fresh Program" are registered trademarks of BioCorRx, Inc. 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, 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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