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BioCorRx, Inc. Enters into LOI with Myriad Medical Marketing to Introduce Start Fresh Program in Five New Centers

Los Angeles, Feb. 27, 2015 (GLOBE NEWSWIRE) --[BioCorRx, Inc.](#) (BICX), developer of the Start Fresh Program, announces that they have entered into a Letter of Intent (LOI) with [Myriad Medical Marketing](#) (MMM). Together the two companies will be working to launch a Start Fresh pilot program in five existing wellness centers in various locations to be announced. Upon the successful completion of the pilot program, MMM will introduce the Start Fresh Program into [Physicians Business Solutions](#) (PBS). PBS provides medical services and alternative revenue options to a network of 1000 medical centers nationwide. "BioCorRx, Inc. is excited about this new relationship and the potential it brings for rapid nationwide exposure and expansion of the Start Fresh Program," stated COO & interim CEO, Brady Granier.

Myriad Medical Marketing is owned by Dr. Jon Brunelle who has a wide range of experience within the medically integrated, physical medicine industry, in addition to owning many physical medicine centers of his own. MMM draws on the expertise of those in both the medical and marketing fields to provide their clients with a proven system to drive new patient relationships and overall practice viability. The program was developed by Dr. Brunelle and his staff over 24 years in practice and has proven methods to help practices drive new patient growth through market outreach programs and providing relevant services to their clientele. "Utilizing existing medical facilities to treat patients using the Start Fresh Program should be a very efficient model to make this program more available to the masses. Our medically integrated facilities also have a wide range of other services that these patients can greatly benefit from outside of the Start Fresh Program, while nurturing themselves back to health. We feel that this will deliver a more holistic wellness program geared to the success of patients turning their lives around," stated Dr. Brunelle.

Physicians Business Solutions offers complete training programs to physicians looking to offer their patients the latest methods and technologies available. Their network is made up of 1000 centers nationally, many of which could benefit from the Start Fresh Program. A strategic relationship between BioCorRx, Inc. and Myriad Medical Marketing implementing the Start Fresh program within Physicians Business Solutions network utilizing Vuich Vendor Services (VVS) could bring widespread national expansion to the Start Fresh Program in a short amount of time. Training existing medical centers on how to participate in the program is expected to save both the time and capital involved in opening new clinics to achieve critical mass and a national footprint. This would also add a valuable service to the facilities' existing patients, new patients and overall community.

"We are very excited about this new opportunity for our company as this could tremendously help us to achieve our goal of widespread availability of the Start Fresh Program much faster than we anticipated. If everything goes according to plan, our program could be available to

help many people in every corner of the United States. We look forward to getting this pilot started immediately," said Granier.

2014 was a pivotal year for BioCorRx, Inc. Start Fresh centers 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

-To date in Q1, 2015 - 12 clinics offering the Start Fresh Program

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 offering a unique approach to the treatment of substance abuse addiction. The Start Fresh 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.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. 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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