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BioCorRx, Inc. Secures Tactical Growth Partners as Strategic Advisors; Announces New Branding Strategy

LOS ANGELES, CA -- (Marketwired) -- 11/18/15 -- **BioCorRx, Inc.** (OTCQB: BICX), developer of the BioCorRx® Recovery Program, a Medication-Assisted Treatment (MAT) program, announced today they have entered into an agreement to engage the global business and capital markets advisory firm, Tactical Growth Partners "TGP". The principals of TGP have over seventy-five years of Wall Street experience within the small-cap, emerging growth global market as well as in the fields of medicine, medical technology and business development. TGP will provide assistance with strategic planning and business development, general advisory services, communications to the financial community and other services as agreed to.

"We are pleased to announce our new relationship with TGP. As we continue to grow and evolve, we look forward to leaning on the expertise of the experienced the professionals at TGP. Many of their past clients have up-listed to national exchanges, and BioCorRx sees a benefit in positioning ourselves to up-list to a higher exchange at some point in the future," stated BioCorRx, Inc. COO and interim CEO, Brady Granier.

Stanley Wunderlich, a Principal of TGP stated, "We look forward to working with BioCorRx, Inc. TGP's experience, skill sets and a strong database of contacts combined with the Company's distribution model for rapid growth and increased brand awareness are very synergistic. TGP along with its wholly owned subsidiary, Launchpad IR, has worked with many public and private companies over the years and look forward to helping build another success story."

The Company has also recently launched its new branding strategy following the name change of its addiction program to the BioCorRx® Recovery Program in September. Information about the company's program for healthcare professionals and individuals seeking help will now be found at www.BeatAddiction.com.

"We are pleased that we were able to secure such an important and memorable domain name. It is easy to remember and tells people what goal we want to realize. The plan is to direct all general marketing efforts to BeatAddiction.com. That has already begun in some markets," added Granier.

[Click here to view Recent National Television Media on the BioCorRx YouTube Channel](#)

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About BioCorRx

BioCorRx, Inc. ® (OTCQB: BICX) is an addiction treatment and rehabilitation company

offering a unique approach to the treatment of substance abuse addiction. The BioCorRx® Recovery Program, a Medication-assisted Treatment (MAT) 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 counseling 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

For individuals and families interested in the BioCorRx® Recovery Program, visit www.BeatAddiction.com

About Tactical Growth Partners

TGP principals have decades of hands-on experience in corporate development and an expansive rolodex in the private equity and broker/dealer communities. Over the years, we have earned a strong reputation for integrity and commitment.

In the rapidly changing world of corporate finance, we are experienced managers of capital markets structures, investor engagement strategies and corporate development for public and private emerging growth companies operating in both domestic and global markets.

Our long-term relationships allow us to quickly position companies in front of the right investors, investment bankers, and decision makers.

For more information about TGP, go to: www.TGPNY.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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