

February 19, 2014



BioCorRx Inc.'s Name Change and New Trading Symbol Approved by FINRA

LOS ANGELES, CA -- (Marketwired) -- 02/19/14 -- BioCorRx Inc. ("the Company") (OTCQB: BICX) is pleased to announce that Financial Industry Regulatory Authority ("FINRA") has approved the Company's application for a name change from Fresh Start Private Management Inc. to BioCorRx Inc. and assigned a new trading symbol, BICX under a new CUSIP number 09073C106. The market effective date for these changes is February 20, 2014. Until then, the ticker remains (OTCQB: CEYY).

The company's address will remain at 601 N. Parkcenter Dr. Suite 103, Santa Ana, CA 92705 and its website URL will be www.BioCorRx.com. Columbia Stock Transfer will continue to be the transfer agent of BioCorRx and will issue new BioCorRx share certificates in place of the old Fresh Start Private Management share certificates upon their surrender for replacement by certificate holders. However, shareholders are not required to do so and may continue to hold the old Fresh Start Private Management certificates if they so desire. Columbia Stock Transfer can be reached at 1869 E. Seltice Way #292, Post Falls, ID 83854 Tel (208) 664-3544.

Kent Emry, CEO of Fresh Start Private, stated, "Now we can move forward under a new name that we feel better represents what this company does now, and will do in the future. For now, we are 'BioCorRx, Developer of the Start Fresh Program.' In the future, we plan to add other healthcare related products and services under the BioCorRx name, but addiction treatment remains our primary mission."

Recent Media

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<http://www.thedoctorstv.com/videolib/init/10691>

<http://www.lovelineshow.com/b/Loveline-Live-w/-Jeremy-Miller-10/22/2013/673290957709351931.html>

<http://smallcapvoice.com/blog/12-16-13-smallcapvoice-interview-with-fresh-start-private-management-ceyy>

About BioCorRx

BioCorRx, Inc. (OTCQB: BICX) is an alcohol treatment and rehabilitation company on the leading edge of alcohol addiction treatment. The company has developed a highly effective

program called the Start Fresh Program™ consisting of two components used by various alcohol 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 opiate antagonist that significantly reduces physical cravings for alcohol, 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. 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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Source: BioCorRx Inc.