

July 17, 2014



BioCorRx, Inc. Completes License Agreement for Distribution of its Start Fresh Program in Nevada

Los Angeles, July 17, 2014 (GLOBE NEWSWIRE) --[BioCorRx Inc.](#) (OTCQB: BICX), a leader in addiction treatment and rehabilitation programs, announced it has closed a sale for the exclusive license and distribution rights of its Start Fresh Program to Addiction Recovery Centers, LLC ("ARC"). Under the terms of the agreement, ARC has paid BioCorRx, Inc. an upfront licensing fee and will also pay an upfront fee per program ordered in the state of Nevada.

Nevada is a highly sought after tourist destination, seeing approximately 45 Million tourists annually. The state is fairly lax when it comes to impaired driving, interlock laws are weak and authorities do not track repeat DUI offenders. According to the most recent available data, Nevada's per capita consumption rate of alcohol ranked 4th highest in the nation. As a result the state recently saw a 17% increase in drunk driving fatalities resulting in a \$442 Million cost to taxpayers. 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. Given those statistics it is not surprising that the state ranks 3rd highest in the nation for drug overdose deaths, according to data from the Centers For Disease Control. 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. Additionally, any marketing efforts for the Start Fresh Program in Nevada have the potential to be seen by millions of tourists annually.

"We are pleased to close yet another deal that will bring the Start Fresh Program to a new state. Clearly the data from Nevada shows that its residents are in need of effective treatment options for addiction to both alcohol and opiates" said Kent Emry, CEO of BioCorRx, Inc. "Nevada is a place known to encourage the over-consumption of vices, and addiction is an unfortunate side effect of such an atmosphere. We are expecting many people to be helped in Nevada with the Start Fresh Program under this deal."

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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.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