BioElectronics Corporation Announces Initiative for UK and German Markets

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FREDERICK, Md., July 12, 2012 /PRNewswire/ -- BioElectronics Corporation ("BioElectronics") (OTC-PINK: BIEL), the maker of disposable, inexpensive drug-free topical pain and healing devices, today announced the formation of ActiPatch Plc, an entity through which BioElectronics proposes to conduct all sales, marketing, advertising and distribution functions for BioElectronics' medical devices in the German (81.3 million people) and United Kingdom (60 million people) markets. BioElectronics will manage the operations of ActiPatch Plc, which will focus on promoting Allay for menstrual pain and the ActiPatch products for musculoskeletal pain.

"The German and UK markets are ideal markets for sustained direct to consumer advertising campaigns for our home use pain devices," said Andrew Whelan, CEO and President, BioElectronics. Menstrual pain affects nearly 50% of women capable of reproducing and a recent EU Commission study suggests that 14.2 million people in Germany and 9.6 million in the UK suffered pain in their lower or upper back in the previous week. BioElectronics' products have broad market clearances in the EU and UK where shortwave therapy is well understood and widely used by medical professionals.

"We have engaged a London-based team to put together the new company and coordinate the proposed PLUS-quoted application process," Mr. Whelan said. The Corporate Adviser, SVS Securities Plc, is leading the team which includes the accounting firm, Bennett Brooks & Co, Ltd. and the law firm of Irvine and Partners.

About SVS Securities Plc
SVS Securities Plc (www.svssecurities.com [1]) focuses on advising and assisting small to mid-sized companies in growth markets who may seek to raise funds.

About BioElectronics Corporation
BioElectronics is a developer and manufacturer of advanced medical devices. Its products are ActiPatch® Therapy
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