

FOR IMMEDIATE RELEASE

Austin, TX – March 11 2015

James (Jim) Cornelius joined Board of Directors of HyGIeaCare, Inc.

AUSTIN, TX – March 11, 2015 – HyGIeaCare, Inc. (www.hygieacare.com) today announced that James (Jim) Cornelius has joined the Board of Directors of HyGIeaCare Inc., recently established to provide a simpler and easier bowel prep procedure prior to colonoscopy.

Jim serves as non-executive Board Chairman of Mead Johnson Nutrition (MJN), a global leader in the pediatric nutrition industry. He has held the position since MJN's split-off from Bristol-Myers Squibb to become an independent public company in December 2009. Best known for its world-leading "Enfa" family of brands, Mead Johnson develops, manufactures, markets and distributes more than 70 products in nearly 60 markets worldwide. Its stock trades on the NYSE with a current market capitalization of \$20 billion.

Mr. Cornelius was the non-executive Chairman of Bristol-Myers Squibb, a position he assumed after retiring as CEO in 2010 until his retirement on May 5, 2015. Mr. Cornelius led the company through its transformation into a specialty biopharma leader, including expanding its R&D capabilities, particularly immuno-oncology, through a business development program that acquired nearly a dozen new technologies and potential biopharma products and companies. Today it trades at over \$100 billion market capitalization.

Previously, Mr. Cornelius had a rewarding 28 year career with Eli Lilly and Company, including appointment as CFO and member of the Board. He then served as Chairman and CEO of the publicly traded medical device company, Guidant Corporation which was eventually sold in 2007 to Boston Scientific for \$27 billion dollars.

Mr. Cornelius has served on the Boards of a dozen public and private companies, including The Chubb Corporation, The DIRECTV Group, and Given Imaging, Ltd.

He has been active as a board member of several Indianapolis civic organization and has served United Way of Central Indiana in multiple leadership positions. He found time to serve on the Board of Trustees of Marian University, University of Indianapolis, and DePauw University. He was Treasurer of the Board of Governors of the Indianapolis Museum of Art as well as the Indianapolis Children's Museum.

Mr. Cornelius has received honorary Doctorate degrees to recognize his civic and philanthropic activities from Michigan State University, the University of Indianapolis and Marian College. He received the Anti-Defamation League's 2003 Man of Achievement Award, the 2005 Hoosier Heritage Lifetime Achievement Award, the Boys & Girls Club 2007 Outstanding CEO Award, and was honored as New Alternative's for Children Man of the Year, in October, 2014.

Born in Kalamazoo, Michigan, Mr. Cornelius attended Michigan State University, earning a BA magna cum laude in accounting in 1965 and an MBA in 1967. He served on active duty as a Lieutenant in the U.S. Army Finance Corps from 1967 to 1969.

"Jim Cornelius brings extensive experience and industry knowledge to HyGIeaCare. We welcome him warmly to our Board and look forward to his valuable contribution at this exciting time in the Company's development," said Gavriel Meron, Chairman and Chief Executive Officer of HyGIeaCare Inc.

The first HyGIeaCare Center will open in Austin, Texas in early 2015. The Company recently launched its website, www.hygieacare.com