



Psychemedics Corp To Compete For Brazil Professional Driver Required Hair Drug Testing In The Transportation Industry

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ACTON, Mass., Dec. 3, 2013 /PRNewswire/ -- Psychemedics Corporation (NASDAQ:PMD) today noted that the Brazilian Federal Government has announced new guidelines that will require professional drivers in the transportation industry to pass a hair drug test when obtaining or renewing their driver's license. Currently, Brazilian professional driver licenses are valid for 5 years and must be renewed. This guideline becomes effective January 1, 2014, with the first testing to begin on July 1, 2014.

Hair testing for drugs of abuse looks back on whether someone has used drugs over the last approximate 90 day period. This compares to a significantly shorter time frame in urine and saliva drug testing --- a day or two for most drugs with a little longer period for marijuana. Because of this wider window of detection, a hair test provides superior detection rate and with that, a powerful up-front deterrent. Psychemedics pioneered testing for drugs of abuse using its hair test and has been successfully serving clients for over 25 years including major transportation companies.

Ray Kubacki, Chairman & CEO of Psychemedics Corp, commented, "We are excited about competing for the hair testing business in Brazil. We applaud the Brazilian Federal Government for their leadership role in utilizing the rigorous hair test to ensure public safety on the roads of Brazil. It is our intention to put a laboratory in Brazil, which would be our first lab outside of the US, contingent on the growth and adoption of our hair test by the Brazilian marketplace."

Psychemedics hair test for drugs of abuse has been relied upon by numerous clients in the Brazilian market for the past 15 years. The Psychemedics hair test has been made available through Psychemedics Corporations' Brazilian-owned independent distributor, Psychemedics Brasil.

Jim Dyke, Corporate VP of Sales & Marketing of Psychemedics Corp, stated "Psychemedics has a very strong partner in Psychemedics Brasil, who we have worked closely with for over 15 years helping a variety of Brazilian organizations work to achieve a drug free workplace. Psychemedics Brasil's level of professionalism, experience, integrity and passion to bring positive changes to Brazil is outstanding. We look forward to continuing to work together on this new opportunity to positively impact public safety as it relates to the transportation industry."

Marcello Santos, President of Psychemedics Brasil, commented, "We have been extremely pleased to be working closely with Psychemedics Corporation for the past 15 years. Psychemedics pioneered hair testing and has been the industry leader for the past 26 years. They have the highest standards of integrity. Besides providing the highest quality test, Psychemedics also provides the safeguards required to serve the public safety objectives of the Brazilian Federal Government and at the same time safeguard the professional drivers being tested."

About Psychemedics Corporation:

Psychemedics Corporation is the world's largest provider of hair testing for the detection of drugs of abuse. The Company's patented process is used by thousands of U.S. and international clients, including over 10% of the Fortune 500 companies, for pre-employment and random drug testing. Major police departments, Federal Reserve Banks, schools, and other public entities also rely on our unique patented drug testing process.

The Psychemedics web site is www.psychemedics.com

About Psychemedics Brasil:

Psychemedics Brasil is a Brazilian-owned independent distributor that was formed in 1998 to bring the Psychemedics Corporation's rigorous hair drug test to the workplaces, government agencies, and other organizations of Brazil. Centered in Sao Paulo, the distributor services the entire country with an extensive collection network, local customer services including toxicological support and sophisticated results reporting software solution. Psychemedics Brasil has the leadership position for the testing of drugs of abuse using hair and has an extensive client base that includes military police, transportation and private enterprise clients.

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