

NEWS RELEASE

Contact:

Raymond C. Kubacki

Chairman, President and CEO

(978) 206-8220

NEIL L. LERNER JOINS PSYCHEMEDICS CORPORATION AS TOP FINANCIAL OFFICER

Acton, Massachusetts, October 26, 2010 - Psychemedics Corporation (NASDAQ: PMD) today announced that Neil L. Lerner has joined the company as Vice President, Controller.

Neil will be responsible for all internal and external financial reporting activities, as well as the financial analysis and planning activities necessary for the company's continued growth. He will report directly to the Chairman and CEO.

Neil has over 20 years of finance and accounting experience. Most recently, he served as Director of Accounting at Beacon Roofing Supply, Inc. His previous position was as Controller with Mastec, Inc. (which spun off into Atlas TMS) from 2006-2008. Prior to this, he held several finance positions with Johnson & Johnson from 1998 to 2005, including Plant Controller in the Netherlands. He is a certified public accountant who received his Bachelor's Degree from the University of Colorado, and a Master of International Management from the University of Denver.

Raymond C. Kubacki, Chairman and CEO stated, "We are extremely pleased to have Neil join our team. He comes to us with a strong proven track record that fits extremely well with the needs of our company. His strong analytical skills and broad experience base will be very important in analyzing the key metrics in our business needed to accelerate our growth, as well as controlling costs and

expenses. Neil will be our top financial officer and we are extremely pleased to have him on board.”

Psychemedics is the world’s largest provider of testing for drugs of abuse using hair analysis with thousands of corporations relying on the patented Psychemedics drug testing services. Psychemedics’ clients include over 10% of the Fortune 500, some of the largest police departments in America and Federal Reserve Banks.

The Psychemedics web site is www.drugtestwithhair.com