



## **NEWS RELEASE**

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### **FOR IMMEDIATE RELEASE:**

#### **CONNECTYX TECHNOLOGIES JOINS THE WAR ON TERROR WITH LAUNCH OF MEDFLASH™ SURVIVOR**

*Personal Health Record Device to be used by Civilian Contractors in Afghanistan*

**PALM CITY, FLA., Aug. 12<sup>th</sup>, 2008 – Connectyx Technologies Holdings Group, Inc. (OTCPK: CTYX)**, a health care information technology (HCIT) company providing web-based software solutions, products and services for businesses and consumers, today announced the launch of MedFlash™ Survivor, a special version of its proprietary Personal Health Record flash memory device that will be used by State Department contractors working in Afghanistan. The MedFlash™ Survivor is an extremely rugged flash drive that can withstand severe weather and battlefield conditions while using Connectyx's state of the art Personal Health Record and Web Portal.

"We are very proud to assist those working overseas in dangerous conditions and hopefully provide added peace of mind with the knowledge that their personal health record will be with them at all times in a protected rugged MedFlash™ Survivor device under the harshest conditions," said Ronn Schuman, Chief Executive Officer of Connectyx Technologies. "It is an exponential advancement over the current dog tag system and medical ID bracelets and we believe that it will provide our contractors working in Afghanistan the ability to update and document their continuing health history from any location with internet access," he added.

"We are very grateful and excited about this product," stated an unidentified contractor currently serving in Afghanistan. "Since we work in very extreme weather and battlefield conditions, the MedFlash™ Survivor is just the right device to use in this environment. More importantly, in the event of an attack situation where one can become wounded or incapacitated, first responders will have immediate access to an individual's health history simply by plugging the device into any USB port on any computer or portable computing device," she added.

MedFlash™ Survivor is an easy-to-use, portable personal health record device that can be carried on a key chain or worn as a necklace. The device allows users to store vital medical history and other personal information all on a 4GB portable flash memory drive which can be immediately accessed by plugging it into any computer USB port or directly through the Internet. MedFlash™ users can also use the device to manage all areas of their lifestyle, focusing on wellness, prevention and securing personal information. The device is seamlessly connected to any computer for routine or emergency access to important information. Serious drug interactions can be avoided, allergic reactions prevented and historical records accessed including MRIs, x-rays, living wills and insurance information.

(More)

#### **About Connectyx Technologies**

Connectyx Technologies ([www.connectyx.com](http://www.connectyx.com)), currently has two top tier medical product divisions that are revolutionary in each business category – MedFlash™ and MRN Manager™. Both MedFlash™ and

MRN Manager™ have broad appeal in their respective markets and are in the most sought after technology growth sectors: Personal Health Records and Revenue Cycle Management.

MedFlash™ ([www.med-flash.com](http://www.med-flash.com)) is a Personal Health Record device which has no equal in the marketplace. MedFlash™ began as a simple 128MG flash drive with embedded software that enabled the owner to control their personal health information. MedFlash™ has now developed a web based portal that will enable its owners not only to store their medical history, but gives them the ability to download MRI's, X-rays, and a host of other medical and lifestyle information all on a 1 GB flash drive that can plug into any computer and or be accessed directly from the Internet. Since its launch in February 2008, MedFlash™ has established distribution and reseller agreements and is now being sold in the pharmacy departments of national grocery and drug store chains, including Kroger Stores, Fred Meyer, Ralph's, and Medicine Shoppe. MedFlash™ has the price point that appeals to all age sectors and its distribution are not limited to the retail marketplace. MedFlash™ is being introduced to charitable organizations for fundraising efforts, has corporate logo appeal, can be sold via physicians practices, through insurance companies, given away as a corporate benefit, valuable to the travel industry for clients leaving the U.S. and has the ability to be translated into many languages.

MRN Manager™ ([www.mrnmanager.com](http://www.mrnmanager.com)) is a web-based software remittance processing denial management program and service that accelerates cash collections and reduces labor cost for healthcare providers. MRN Manager™ incorporates a dynamic, real-time remittance processing - denial claim administrator, data warehousing and knowledge management in a user-friendly Microsoft Windows environment. With increased pressure on healthcare providers related to reduced reimbursement and increased operating cost/overhead, compliance and liability insurance, claims processing is a continuing dilemma. This is specifically related to back end denied claims. MRN Manager™ significantly reduces the amount of labor needed to resubmit these claims along with improving overall claim submission/denial ratio. The result is lower Days Sales Outstanding (DSO) and improved cash flow.

#### **SAFE HARBOR PROVISION**

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from those anticipated. Such risks and uncertainties include, but are not limited to, rules and regulations promulgated under the Act, unanticipated changes in Medicare reimbursement, outcomes of government reviews, inquiries and investigations and related litigation, continued compliance with government regulations, fluctuations in customer demand, management of rapid growth, competition from other healthcare product vendors, timing and acceptance of new product introductions, general economic conditions, geopolitical events and regulatory changes, as well as other relevant risks. The information set forth herein should be read in light of such risks. Connectyx assumes no obligation to update the information contained in this press release.