



## **NEWS RELEASE**

FOR IMMEDIATE RELEASE

### **CONNECTYX and Strategic Medical Communications, Inc. (SMC) Team Up to Launch MedFlash in the Pharmaceutical Industry**

**PALM CITY, Florida, March 19, 2009** — **Connectyx Technologies Holdings Group, Inc. (OTCPK: CTYX)** announced today it has signed an exclusive agreement with Strategic Medical Communications, Inc. (SMC), a full service agency addressing the healthcare industry, to represent MedFlash to the Pharmaceutical Industry.

Through this agreement, SMC will introduce its clients, including physicians, patients and pharmaceutical companies, to the MedFlash Personal Health Record (PHR) storage device, a simple, affordable and portable flash drive that enables consumers to carry selected medical information ranging from prescriptions, allergies, and drug interactions to historical records including X-rays, MRIs and CAT scans.

The MedFlash Program is designed to store personal health and lifestyle information on a one-gigabyte, two-inch portable flash drive and through the Internet. The MedFlash Internet site allows the user to maintain and update all their critical information and then download only selected key information to the flash drive.

With the MedFlash device, users can keep at hand the most up-to-date and accurate information about the medicines they are taking and can communicate the data to medical personnel including physicians, pharmacists and emergency responders.

Myron Holubiak, CEO of SMC and the former President of Roche Laboratories, USA, stated, "We are pleased to represent the MedFlash PHR system to the pharmaceutical industry. We believe the industry can make a very important contribution to the adoption of PHRs and, more specifically, in helping patients become more involved in the management of their medical conditions. The MedFlash PHR system is well suited to support the disease management of conditions such as diabetes, hypertension, and GI disease, among many others. From our perspective, the provision of a PHR that aids in chronic disease management through patient education and maintaining a history of medical interactions fits well within the PhRMA Code on Interactions with Healthcare Professionals, and is a step forward in developing an electronic record that is useful and motivational to the consumer."

Ronn Schuman, CEO of Connectyx, said, "Having Myron and his team join us validates our vision of making the MedFlash PHR a major service in this new unfolding market. Working with SMC opens up an exciting new opportunity in the Pharmaceutical Industry, which will enable us to reach more consumers. The Personal Health Record (PHR) is one of the most publicized segments of healthcare today. Google and Microsoft are spending millions of dollars creating consumer awareness of on-line PHR's. Recently, President Obama stressed the need for every American to have a personal health record. We believe MedFlash products offer an extremely user-friendly PHR system that meets consumer needs and offers clear and sustainable advantage."

Affordable and easy to use, the MedFlash 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 x-rays, living will, and

insurance policies. In addition, MedFlash users have the peace of mind that their key medical information can be accessed quickly from any of three different sources (Flash Drive, Internet and 24/7 Emergency Call Center).

**About Connectyx Technologies Holding Group Inc.**

Connectyx Technologies (OTC.PK CTYX) develops intelligent software and provides technology related services to the growing healthcare industry. Its lead product, MedFlash™, is an easy-to-use, portable flash device that allows members to carry their medical histories, medication records, treatments and lifestyle routines with them at all times. The device seamlessly connects 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 X-rays, MRIs and CAT scans. For more information, please visit [www.connectyx.com](http://www.connectyx.com) and [www.med-flash.com](http://www.med-flash.com).

**About Strategic Medical Communications, Inc. (SMC)**

SMC is a full service agency servicing the healthcare industry. SMC provides clients unique and innovative ways to communicate directly with consumers. The agency provides turnkey solutions to its clients that include planning, creative design, production, account services, implementation and reporting. SMC is noted for its commitment to prove results through ROI analysis of its programs. SMC was originally founded in 1983 and became one of the fastest growing agencies in the field due to its focus on strategy and proven results. Recognizing the need and opportunity to provide more useful and relevant patient education programs that address the newly implemented PhRMA "Code on Interactions with Healthcare Professionals", SMC has committed its efforts to develop and offer programs that fully meet the intent and spirit of the Code's guidelines. For further information, please contact Pete Cossman at 732-582-8000.

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*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.*

**INVESTOR CONTACT:**

Stanley Wunderlich  
CEO, Consulting For Strategic Growth 1  
Phone: 1-800-625-2236  
Fax: 646-205-7771  
Email: [swunderlich@cfsg1.com](mailto:swunderlich@cfsg1.com)  
[www.cfsg1.com](http://www.cfsg1.com)