

Association of Mature American Citizens (AMAC) to Include Connectyx Technologies' MedFlash as Member Benefit

STUART, FL--(Marketwire - 07/14/11) - Connectyx Technologies Holdings Group, Inc. (Pinksheets:[CTYX](#)) ("Connectyx"), www.connectyx.com, manufacturer and distributor of the MedFlash®, the nation's premier Personal Health and Wellness Management System (ePHM) for maintaining personal health records (PHR), announced today that the Association of Mature American Citizens (AMAC) is offering MedFlash as a member benefit. With its membership base now over 170,000 members, AMAC's member demographic mirrors the age range with the highest usage of PHR ages 50 and over.

Ronn Schuman, CEO of Connectyx, said, "We are very pleased to welcome members of AMAC to our MedFlash community. There is a natural 'fit' between the MedFlash personal health and wellness benefits and AMAC's rapidly growing membership base. As we continue to expand our distribution of MedFlash, we believe the adoption rate will increase as more consumers realize the benefits of accessing their medical records whenever necessary coupled with the health and wellness benefits. As with any new technology, it is necessary to capture the 'early adopters' before penetrating the broader market. With our new relationship with AMAC, we look forward to introducing MedFlash to such a target market". Sam Hassel, CEO of AMAC said, ""As we strive to provide our members with exceptional value, AMAC is looking forward to affording our members the latest technology in health management through their MedFlash health and wellness program."

MedFlash ® Features and Benefits

The MedFlash® PHM Portal features a 24/7/365 call center, a smart phone application and a USB flash drive. The MedFlash® PHM provides additional member benefits and services including instant access to a subscriber's Emergency Medical Profile and Personal Health Record in the event of an accident or a medical emergency. First Responders such as police, emergency medical technicians (EMT's) and firefighters have access to time critical information for victims who may be comatose or unable to communicate pertinent medical history information. The MedFlash® PHM can be accessed on any computer, whether in an ambulance or an emergency room, securely and with complete privacy via the Internet or by use of the USB drive. Lifestyle and wellness features are delivered to members that have the potential to result in significant health benefits to members following the healthcare advice. With the increasing focus on cutting costs and risk mitigation by both employers and insurers, the MedFlash offers a low cost addition to the various initiatives necessary for maintaining and reducing costs of current healthcare delivery systems. For more information, see www.medflash.com.

To be added to the corporate e-mail database for corporate press releases and industry updates, investors and shareholders are requested to send an e-mail to investorrelations@connectyx.com

About the Association of Mature American Citizens (AMAC) www.amac.us

AMAC is the leading alternative to the AARP offering membership benefits, discounts and political advocacy for Americans over 50. Discounts for AMAC members include hotel and motel discounts at over 7,000 locations across the country, discounts on auto and homeowners insurance, national discounts on rental cars, group health and life insurance, and preferred pricing on other products and services. AMAC continues to add substantial discounts at retail stores, restaurants and other businesses.

About Connectyx

Connectyx Technologies provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (PHM). Compatible with Google Health and Microsoft's Health Vault, the MedFlash® PHM is an easy to use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® PHM also features a 24/7/365 call center, a USB flash drive and smart phone applications. The MedFlash® PHM provides member benefits including instant access to your Emergency Medical Profile and Personal Health Record in the event of an accident or a medical emergency.

Whether traveling, at work, or at home, First Responders have an invaluable advantage when they have access to time - critical medical information. Far more than just an emergency flash drive, the MedFlash® PHM can be accessed on any computer, securely and with complete privacy. Additionally, there are lifestyle and wellness features that provide significant health benefits to members and risk mitigation for employers and insurers alike. Connectyx products are developed with the needs of patients, families, doctors and First Responders in mind. For more information, please visit our websites at: www.connectyx.com and www.medflash.com

Safe Harbor Act: This communication includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involves risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this communication.

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