

Connectyx Technologies signs joint marketing agreement with Atrium Enterprises to offer a Concierge Travel Club powered by Thomas Cook to its Membership

MedFlash Subscribers to Receive Exclusive Travel Deals and Concierge Services

STUART, FL--(Marketwire - 03/03/11) - 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 Atrium Travel Club is offering MedFlash to its many members.

Ken Sternfeld, President/CEO of Atrium Enterprises, LTD, said, " We are launching this initiative with Connectyx to leverage their leading edge technology and commitment to provide travelers worldwide with access to their personal health records. Our Concierge Travel Clubs reflect the paradigm shift in the travel industry where consumers are seeking access to true wholesale pricing plus personalized concierge customer service when they book their vacations."

"Ronn Schuman, Connectyx CEO, said, "We are excited about offering MedFlash subscribers travel savings delivered by Atrium and the Thomas Cook Travel Group as there is nothing more important for a traveler than having a MedFlash for emergency contacts while traveling abroad or through the U.S."

www.medflash.com/atrium

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

MedFlash ® Features and Benefits

The MedFlash® PHM Portal features a 24/7/365 call center, a USB flash drive and a smart phone application. 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. 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.

About Us

About Atrium Enterprises www.medflash.com/atrium

Atrium Enterprises is a Marketing Solutions Company that provides a variety of value-added products and services with a focus on building creative business solutions that motivate both employees and customers, encourage member loyalty, enhance brand image and ultimately increase sales margins. Utilizing a suite of services, which includes Atrium Travel, Atrium Rewards, ShopAtrium and Atrium Partners the company provides seamless, turn-key solutions. Atrium is able to support these programs with an unparalleled level of professionalism, product expertise and fully-integrated services, accompanied by advanced technology plus factory-direct pricing. Relationships with clients include Fortune 500 companies who have partnered with Atrium and the companies we represent to expand their businesses as well as contribute to the long-term success of their companies.

About Connectyx

Connectyx provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (ePHM). Compatible with Google Health and Microsoft's Health Vault, the MedFlash® ePHM is an easy-to-use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® ePHM portal also features a 24/7/365 call center, a USB flash drive and a smart phone application. The MedFlash® ePHM 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 this time critical information. Far more than just an emergency flash drive the MedFlash® PHM can be accessed on any computer, securely and with complete privacy. There are also 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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