

# Connectyx Technologies Announces 40% Increase in MedFlash Subscribers During 2010

## **Additions to MedFlash Benefits Key to Membership; Recent Adoption of Distributor Business Plan Expected to Drive Exponential Growth in Membership**

STUART, FL--(Marketwire - 02/10/11) - Connectyx Technologies Holdings Group, Inc. (Pinksheets:[CTYX](#) - [News](#)) ("Connectyx"), [www.connectyx.com](http://www.connectyx.com), manufacturer and distributor of the MedFlash®, the nation's premier Personal Health and Wellness Management System (PHM) for maintaining personal health records (PHR), announced today that membership in the MedFlash® program grew by forty percent (40%).

Connectyx has added significant benefits and applications in the past three months that have been a catalyst for increased renewals and new members:

- MedFlash® Mobile App was activated for all members using smart phones at no additional charge.
- Apple®'s MacIntosh® application for MedFlash® was introduced.
- MedFlash® members can access a complete advanced directive/living will feature.
- Connectyx, in partnership with Health Matters International (HMI) offers significant discount programs for Diabetes Medications and Supplies, Nutritional Supplements, Pet Medications, Discounted Prescription Drugs, and Medical Travel programs
- By the end of 2011, Connectyx and HMI will be offering discounts on hearing exams and hearing aids, eyeglass frames and eyewear, X-ray, Lab and other important health care services (including a cancer and smoking cessation programs)

Ronn Schuman, Connectyx CEO, said, "With our new focus on building a distribution network incorporating large organizations and networks and our new MedFlash® applications and benefits, we expect substantial growth in revenue from our MedFlash PHM system. We are very excited about our marketing alliance with Provider Services of America (PSA), [www.providerservicesofamerica.com](http://www.providerservicesofamerica.com), which has access to physician networks representing over 400,000 physicians. This partnership has a great deal of potential for MedFlash as it is not unusual for many physicians to have more than 1,000 patients. We will be working with some of these physicians to consult on adding even more applications to MedFlash that physicians and patients want and need for managing their practices and personal healthcare respectively. "

Schuman continued, "We expect our strategic partnership with HMI/Langdon Drugs to build our visibility with consumers in Canada and the United States with their over one million members

who utilize the diverse healthcare offerings at Health Matters International (<http://www.healthmattersinternational.com>), their wholly-owned subsidiary.

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](mailto: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](http://www.medflash.com).

## **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](http://www.connectyx.com) and [www.medflash.com](http://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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