

Connectyx Technologies Launches Apple® Version of MedFlash® and Adds Advance Directive/ Living Will Program Feature

MedFlash® Now Accessible with Macintosh

STUART, FL, January 25, 2011 (MARKETWIRE via COMTEX) -- 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 (PHM) for maintaining personal health records (PHR), announced today that MedFlash® members can now utilize the MedFlash Portal through their Mac computers. In addition, all MedFlash members can access a complete advanced directive – living will feature as part of their MedFlash benefits. Advanced Directives/Living Wills are a very important document that empowers the individual to have their medical wishes granted in case they are incapacitated and cannot speak for themselves.

Ronn Schuman, Connectyx CEO, said, “ These new features is another example of how Connectyx is adding key healthcare and wellness benefits for our MedFlash members, specifically with a focus on providing a solution with multiple PC operating systems--Apple® and Microsoft®. In addition to these new technology enhancements, we have added a new feature that allows our members to go through the process of building their individual advanced directives/living wills.”

Schuman continued, “By continually adding benefits to the MedFlash experience, Connectyx provides a more robust and competitive PHR option for our marketing partners. In the past six weeks we have announced significant partnerships that have over 1.4 million members. As we rollout our marketing initiatives with Provider Services of America (www.providerservicesofamerica.com) and Langdon Drugs (<http://www.healthmattersinternational.com>), these new MedFlash benefits enhance our offering to these proactive consumers. “

Study of Usage of Personal Health Records (PHR)

In a study conducted by the California HealthCare Foundation (CHCF), Americans who have access to their health information through personal health records (PHRs) report that they are more informed about their health, ask more questions of their physicians, and take better care of themselves than when their personal health information was less accessible such as paper records.

The survey shows that PHR usage is rising rapidly with 1 in 14 Americans using a personal health record, double the number of users from a year earlier. Users indicated that secure, password-protected PHRs increases usage in accessing their personal information online which results in users monitoring their own health. One in three PHR users state they used the PHR to take a specific action to improve their health (suggesting that enhancing personal wellness is a

viable goal). Significantly, the benefits of PHR utilization appear to be most valued among patient populations that have been notoriously difficult to influence: those with multiple chronic conditions, less education, and lower incomes. Nearly 60% of PHR users with incomes below \$50,000 feel more connected to their doctor as a result of their PHR, compared to 31% of higher income users. And four out of ten PHR users with multiple chronic conditions did something to improve their health, compared to 24% of others interviewed.

MedFlash (R) 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.

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 Connectyx

Connectyx 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 portal also features a 24/7/365 call center, a USB flash drive and a smart phone application. 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 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.

Contact: Connectyx Technologies Holdings Group, Inc.

Investor Relations 772-600-2581 investorrelations@connectyx.com

Reference: New National Survey Finds Personal Health Records Motivate Consumers to Improve Their Health
www.chcf.org/media/press-releases/2010/new-national-survey-finds-personal-health-records-motivate-consumers-to-improve-their-health