

Connectyx Technologies' Marketing Schedule for MedFlash Including Wellness Events, Trade Shows and Television Coverage and Advertising

Connectyx Technologies Announces Marketing Schedule for MedFlash Including Wellness Events, Trade Shows and Television Coverage and TV Advertising

STUART, FL--(Marketwire -08/23/11)- Connectyx Technologies Holdings Group, Inc. (OTCPink: CTYX.PK) ("Connectyx"), www.connectyx.com, manufacturer and distributor of the MedFlash®, a Personal Health and Wellness Management System (ePHM) designed for maintaining personal health records (PHR), announced today the company's near-term active marketing schedule for MedFlash with its marketing partners and media. The company is leveraging its success in building awareness and revenue of the MedFlash with events targeting end users with an interest in their personal wellness.

MedFlash Marketing Initiatives:

- Connectyx has launched a cooperative marketing program with Diabetic Specialist Only (DSO) www.mydiabeticspecialist.com. DSO is including a MedFlash gift certificate-brochure with every patient order. The MedFlash gift certificate will include an additional 3 months for every 12 month MedFlash signup. DSO's offer can be viewed by visiting www.medflash.com/dso.
- Connectyx is participating in a national television campaign with U.S. Business Specialties (USBS) in September 2011. USBS is including a one year MedFlash membership with all initial orders for the company's urological catheter kits. USBS will be televising 30 second and 60 second ads on BRAVO, Lifetime and TNT channels for up to 15,000 ad airings per month with plans to increase the ad rate to over 45,000 per month over the next six months.
- Connectyx will be an exhibiting vendor at the Stuart/Martin County Chamber of Commerce Health & Wellness show at Indian River State College – Wolf High Technology Center on September 15th from 9am -2pm.
- Connectyx will be participating as an exhibiting vendor at the Pennsylvania RV and Camping Show, one of America's Largest RV Shows, in Hershey Park, Hershey, PA from September 12th – 18th. Owners of recreational vehicles and campers are a targeted demographic for MedFlash which provides access to personal medical records in the event of an emergency during their travels across the country. Connectyx will be offering an additional three (3) months to every new customer signed up by Connectyx' partner, Medical Air Services Association (MASA Assist) at the show. MASA Assist will give a free 12 month MedFlash Subscription to new MASA subscriber signups at the event. MASA, one of the country's leading Medical Evacuation companies with over 500,000 members and is advertising MedFlash with Connectyx in a USA TODAY Travel Guide.
- Connectyx will be exhibiting MedFlash at Stuart, Florida's Community Wellness Day to be held on September 24, 2011 at the Flagler Center in downtown Stuart, from 9 AM to 1 PM. Community Wellness Day is a national event focusing on educating the community on very important health and medical information which is critical to the total wellness of residents.

- The First United Group, LLC sales and marketing trial was successful and CTYX has subsequently entered into a fee for service contract to build upon the initial success of this direct marketing agreement.

Ronn Schuman, CEO of Connectyx Technologies, said, "We are currently ramping up a variety of cost effective marketing campaigns that management believes will accelerate the new memberships and increased revenues. Due to our success in signing up motivated marketing partners, we recognize the need to facilitate and support continued marketing support initiatives to drive more awareness and, eventually, more sales."

Mr. Schuman added, "As we measure the results from these different campaigns, we will increase our marketing in the areas that deliver the highest MER (Media Efficiency Ratio) we look forward to a strong second half of 2011 in both revenues and market awareness".

Availability of CTYX/MedFlash PowerPoint Presentation

A PowerPoint Presentation is available to all interested investors and shareholders by sending an e-mail to investorrelations@connectyx.com

About Connectyx

Connectyx Technologies provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (ePHM). Compatible with 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 our 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 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, www.phrtoday.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