

Connectyx Launches MedFlash® Social Media Marketing Campaign

PALM CITY, FL—July 7, 2010 /PRNEWswire-FirstCall/ -- Connectyx (CTYX.PK) - Connectyx Technologies Holdings Group, Inc. is pleased to announce that the Company launched its social media marketing campaign as part of long term plan to expand its communication platform with its shareholders, MedFlash® members and the Investment Community . The Company has also initiated a marketing program that includes expanding its MedFlash® personal health manager product to a larger audience through Google® and Facebook® advertising engines. As part of this marketing initiative, the Company plans to share events that are happening within Connectyx Technologies Holdings Group as well as new MedFlash member benefits, services and products. MedFlash can now be found on Twitter® (<http://twitter.com/MyMedFlash>) where followers can receive short, timely messages regarding current promotions and updates. Individuals can also connect with MedFlash and other MedFlash fans on Facebook (<http://www.facebook.com/pages/wwwmedflashcom/127476047265331?ref=ts>) to find testimonials, videos and quick notes regarding news about the MedFlash product.

Social media is a medium Connectyx Technologies will utilize to inform shareholders of some of the day-to-day activities and provide some insight into the personality of the company. Information and links to relevant industry news will be a regular part of the company's postings.

Social media outlets are becoming increasingly popular among all demographics. Social Networking websites such as Twitter, Facebook and LinkedIn®, are among the most dominant examples of socialized media. These websites generate a dynamic location that is used to build relationships between individuals or companies and the content they produce and share. Facebook.com is listed as the number one most visited website worldwide. Facebook traffics 540 million unique unduplicated visitors monthly*, Twitter generates approximately 97 million unique unduplicated visitors*, and Linked In follows with 38 million unique unduplicated visitors*. Twitter, which is a mixture of micro blogging, messaging, and social networking, has become one of the best ways to connect with people who share common interests.

“By using the vast social media outlets available to us, we can keep our MedFlash membership engaged as well as a greater numbers of shareholders and the investment community informed about the events that are taking place within Connectyx Technologies and our MedFlash product,” stated Ronn Schuman, President and CEO of Connectyx Technologies Holdings Group, Inc.

Connectyx Technologies recently announced that the Company has signed a marketing agreement with the Hereditary Neuropathy Foundation® (HNF), a non-profit organization that focuses on raising awareness, funding scientific research, and educating the medical community as well as the general public about Charcot-Marie Tooth disease (CMT). The agreement will allow Connectyx to promote its MedFlash Personal Health manager directly to Hereditary Neuropathy Foundation's membership and their families, through HNF's membership benefit program located on their web site.

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 our (soon to be released) 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 and www.medflash.com

Safe Harbor Act: This release 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 release.

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Source: Connectyx Technologies Holdings Group, Inc.

*Information referenced from Google Top 1000 Website Ad planner;
<http://www.google.com/support/adplanner/bin/answer.py?hl=en&answer=180594>