

National Coalition of Eye Care IPA's (NCECIPA) Names Connectyx's MedFlash as Preferred Vendor in Strategic Vendor Alliance

MedFlash® will be a preferred vendor of the National EYEPA's twenty-seven state IPAs representing approximately 4,500 doctors – 4,200 OD's and 300 MD's and a total of 6,600 "Doctor Locations"

STUART, FL--(Marketwire – 03-22-2011) - Connectyx Technologies Holdings Group, Inc. (OTC:[CTYX](http://www.connectyx.com)) ("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 MedFlash® will be a preferred vendor of the National EYEPA's twenty-seven state IPAs representing approximately 4,500 doctors – 4,200 OD's (Doctors of Optometry) and 300 MD's and a total of 6,600 "Doctor Locations". Ronn Schuman, Connectyx, President & CEO said, "As a result of our recent marketing efforts we are proud to join with the National EYEPA coalition and their OD's and MD's to promote our health and wellness program that will connect the consumer to their eye care healthcare specialist". Connectyx will donate 25% of MedFlash membership's revenues as part of the company's commitment to the National and State EYEPA Coalitions to promote vision care and education. Dave Reynolds, OD, FAAO, Executive Director, National EYEPA Coalition stated, "The Board feels that MedFlash will be a superb value added choice in our Preferred Vendor program. Our Vendor program offers innovative products and services that help differentiate the relationship between our OD's and the Patient and we look forward to working with Connectyx and promoting MedFlash's health and wellness program throughout our State IPA Networks."

MedFlash Doctor / Patient Portal will facilitate the doctor-patient relationship by providing a communication loop which enables the doctor's office to asynchronously communicate with their patients, both individually and collectively. MedFlash will use its current Internet platform to further empower the patient and eye care specialist where the patient can receive communications and information from the doctor's practice. Some of these features will include, but not be limited to over the next 12 months; recording appointment schedules and reminders, tracking treatment compliance and receiving targeted health information. MedFlash Doctor/Patient Portal will be co-branded with the healthcare practitioner who provides it to their patient. Patients will be able to use features that receive information from other doctors and allied providers, but the initial healthcare practitioner will remain the central focal point featured in the patient's health and wellness portal.

The patient's MedFlash portal will create the ideal communication tool between doctor and patient allowing the patient to engage in self-care between healthcare practitioner and doctor visits and enabling the back office to communicate asynchronously with patients, reducing missed appointments, misinformation, patient non-compliance, duplicated efforts, telephone calls and unnecessary faxes. The MedFlash Doctor - Patient Portal creates the perfect third party relationship to benefit both the patient and the doctor. By publishing selected information to the

portal, the healthcare practitioner office is in total control of the dissemination of patient information.

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 smart phone application and a USB flash drive. 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 via the Internet or by use of the USB drive. 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 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 smart phone application and a USB flash drive. 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

About NEYEPA www.nationaleyepa.com

The National EYEPA Coalition was officially created in 2003 by bringing together an assemblage of Independent Professional Associations (IPAs) throughout the United States. The National Coalition is comprised of twenty-seven state IPAs representing approximately 4,800

doctors – 4,500 ODs and 300 MDs. IPAs are being added and should number at least thirty by year's end.

Mission, Purpose and Objective of the National EYEPA Coalition

The Mission of the National Coalition is to represent, assist and facilitate doctor owned and operated IPAs in their pursuit of quality eye care for the public. Likewise, the purpose of the coalition is to enhance and facilitate reciprocal relationships between the various state IPAs and to cooperate in solving mutual concerns of the state eye care IPA members. The primary Objective, tied with the Mission and Purpose of the National Coalition, is to help and to assist the independent eye care practitioner to remain independent, survive and thrive in today's and tomorrow's health care arena.

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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