

# **Connectyx Technologies to Exhibit MedFlash at Largest Recreational Vehicle Show**

## **MedFlash to Be Showcased at Pennsylvania RV and Camping Show With Marketing Partner, MASA Assist**

STUART, FL--(Marketwire -09/13/11)- Connectyx Technologies Holdings Group, Inc. (Pinksheets: CTYX.PK) ("Connectyx"), [www.connectyx.com](http://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 that the company is an exhibiting vendor at the Pennsylvania RV and Camping Show this week, September 12<sup>th</sup> through September 18<sup>th</sup>.

The Pennsylvania RV and Camping Show held in Hershey Park, Hershey, PA, is the largest RV and Camping show in the United States with hundreds of RV dealers, distributors and suppliers exhibiting. Attendance by recreational vehicle owners and campers numbers in the thousands--an obvious targeted demographic for MedFlash which provides access to personal medical records in the event of an emergency during their travels across the country. Connectyx's partner, Medical Air Services Association (MASA), will give a free 12 month MedFlash subscription to new MASA subscriber signups at the event. MASA is one of the country's leading Medical Evacuation companies with over 500,000 members. Connectyx will be offering an additional three (3) months to every RV and Camping Show guest that signs up at event.

Ronn Schuman, CEO of Connectyx Technologies, said. "We will be exhibiting MedFlash to potential RV Dealerships and the general public as this event draws tens of thousands of attendees during the tradeshow. Connectyx will be offering independent distribution contracts for MedFlash to these RV dealerships to offer a I.C.E, (in case of emergency) co-branded marketing program to their RV customers, coupled with the health and wellness MedFlash programs."

Separately, Connectyx management has decided that a previously announced appearance on "NiteTime Miami" would not be the appropriate venue for highlighting MedFlash and, subsequently, the appearance has been canceled.

### **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](mailto: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 with Scan code capability. 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](http://www.connectyx.com), [www.phrtoday.com](http://www.phrtoday.com) and [www.medflash.com](http://www.medflash.com)

**About MASA Assist [www.masaassist.com](http://www.masaassist.com)**

Since 1974, MASA Assist stands ready 24 hours a day, 365 days a year, to respond immediately to an emergency call from a member. Staffed by two physicians and other trained personnel, MASA's aircraft carry state of the art medical equipment on board and are prepared to handle every emergency evacuation from anywhere in the world. When a member contacts MASA Assist, an experienced staffer is immediately assigned to the case. From the first moment of the emergency to the last moment of resolution, the member deals only with that person. MASA Assist, alone, follows this critical procedure.

MASA Assist offers many benefits to its members and to the members of its partners. In addition to Emergency and Commercial Air Transportation, MASA handles helicopter transport, ground ambulances and busses, non-injury transport for family members, escort transportation, minor children and grandchildren return, vehicle return, mortal remains transport, organ retrieval and organ recipient transport. MASA Assist continues to add membership benefits without raising membership rates and maintains the annual rate as fixed for as long as they retain membership. One low annual fee covers all costs for all flights and services. There are no deductibles, no claim forms, no age limits, no health questions, and no dollar limits. Even pre-existing conditions are covered 90 days after the diagnosis has been made. Unmatched experience, unequalled service, and unparalleled commitment to its members, MASA Assist takes the worry out of travel. Call 800-423-3226 for rates and more information.

**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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