

Connectyx Technologies to Exhibit MedFlash® at Palm Beach County Optometric Association Winter Seminar February 25th – 27th

Connectyx Introducing MedFlash® III Doctor/ Patient Portal to Healthcare Practitioners

STUART, FL--(Marketwire - 02/23/11) - 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 the company will be exhibiting at the Palm Beach County Optometric Association Winter Seminar February 24-27 at PGA National Resort in Palm Beach Gardens, Florida. After the recent introduction of the MedFlash III, Patient - Doctor Health and Wellness Social Network Portal, Connectyx is using direct marketing efforts for the continued development of MedFlash III.

As previously announced, the MedFlash development team will be working with an "Alpha Group" of 40-50 selected healthcare professionals that will have a direct impact on the features to be offered on this new innovative technology platform. MedFlash III will be compatible with various partners to deliver services and opportunities to patient members who can be given or denied access to the MedFlash portal by the health care professionals who provided the portal, depending on the physicians' individual wishes and needs of his/her specific practice. For example, MedFlash offers a robust personal health history tool for patients to use to gather information or prepare in advance of a specific doctor visit. A preventative care organization who has their own personal health history form may want to substitute that in-house form for the existing one in MedFlash, while other doctors will simply benefit from the existing service.

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. This loop, which will use social networking tools, will utilize a patient portal where the patient can receive communications and information from the doctor's practice. Some of these features will include but not be limited to, appointment schedules and reminders, record treatment compliance and receive targeted health information. The health care practitioners will benefit by being able to publish information to their patients' MedFlash portals, as well as receive selected information from their patients resulting in an increase in patient satisfaction, attract new patients and save time and overhead for the healthcare practitioners.

MedFlash Doctor/Patient Portal will be co-branded with the healthcare practitioner who provides it to the 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 III 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 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.

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 USB flash drive and a smart phone application. 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 PBCOA www.pbcoa.org

The PBCOA is the local arm of the American Optometric Association. The purpose of this organization is to improve the education and skills of their members, while promoting optometric eye care to the public.

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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