

# **Connectyx Technologies Signs Marketing Agreement with Provider Services of America (PSA) Healthcare Network With Over 400,000 Physicians**

## **MedFlash® to be Marketed as PSA's Exclusive Personal Health Record to 400,000 + Provider Healthcare Network**

STUART, FL, January 4, 2011 (MARKETWIRE via COMTEX) -- Connectyx Technologies Holdings Group, Inc. (PINKSHEETS: CTYX) ("Connectyx"), [www.connectyx.com](http://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 has signed a marketing agreement with Provider Services of America, (PSA). PSA maintains relationships with many physician networks and provides PSA with access to more than 400,000 physicians and urgent care centers as well as hospitals and other health-related business entities.

Ronn Schuman, CEO of Connectyx, said, “ We are collaborating with PSA to develop a series of meaningful use tools that will strengthen the patient – physician relationship by offering the MedFlash® Portal with added features such as our physician/patient questionnaire, appointment reminders and other health and wellness tools. These programs, along with some innovative marketing concepts that MedFlash and PSA will offer to the 400,000 plus physician network, is expected to have a significant impact on our revenue growth for 2011. We are conservatively projecting a 5%-10% penetration rate during the initial phase of this program.”

Jim Skognes, President & CEO of PSA, stated, “We are excited to be offering MedFlash® as our exclusive personal health record (PHR) offering to our network health care partners. We strongly believe that the rapid changes the medical/healthcare sectors have experienced in the past year is expected to result in a more aggressive level of adoption innovative services and health management tools by network members. By offering MedFlash® to their patients, the medical practices in the physician network can save time and money while offering the potential to generate additional revenues and attract new patients”.

The MedFlash – PSA Marketing program is scheduled to launch by the end of January.

### **MedFlash (R) 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](http://www.medflash.com).

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](mailto:investorrelations@connectyx.com)

### ***About Connectyx***

Connectyx 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(R) PHM is an easy-to-use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® PHM portal also features a 24/7/365 call center, a USB flash drive and a smart phone application. 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) and [www.medflash.com](http://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.

### ***About Provider Services of America ([www.providerservicesofamerica.com](http://www.providerservicesofamerica.com))***

Provider Services of America (PSA) is an Atlanta based healthcare company that contracts with physicians, physician networks, hospitals, dentists, dental networks and other healthcare entities throughout the United States to provide a unique model that offers programs, products and services at highly discounted prices. Regarding physician networks (IPA's, PHO's etc.), PSA will allow all its offerings to be marketed by the network leadership under its own banner to its own member physicians. In addition, this program creates a revenue share on all PSA offerings that are sold to its member physicians through the PSA program to help support the infrastructure of the physician network.

PSA has developed business relationships with hundreds of physician networks throughout the country that include over 400,000 physicians. PSA contracts with these physician networks to set up private labeled purchasing programs for them whereby PSA will offer a full suite of

programs, products, and services that provide solutions to the pressing needs of their member's medical practices. PSA has contracted with the best-of breed companies that offer these programs, products and services at significant discounted pricing that is passed along to the network member's practices.

Contact: Connectyx Technologies Holdings Group, Inc.

Investor Relations 772-600-2581 [investorrelations@connectyx.com](mailto:investorrelations@connectyx.com)