

Connectyx Technologies Pioneering Use of QR Codes for Mobile Personal Medical Records

MedFlash Now Includes QR Codes for Rapid Access by First Responders to Personal Health Records

STUART, FL--(Marketwire - 08/01/11) - Connectyx Technologies Holdings Group, Inc. (OTCB:CTYX - News) ("Connectyx") www.connectyx.com, manufacturer and distributor of the MedFlash[®], an innovative Personal Health & Wellness Management System (ePHM) for maintaining personal health records (PHR), announced today that MedFlash has upgraded its Intellectual Property (IP) by developing and launching its QR ("Quick Response") Codes as part of their emergency response program(s). Unlike most PHR offerings currently in the marketplace, MedFlash now offers rapid and convenient mobile access allowing "first responders" to retrieve members' important medical information when an "In Case of an Emergency" (I.C.E.) exists.

A QR code is a specific two-dimensional matrix bar code that is accessible by dedicated QR bar code readers and camera-ready mobile phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded is a URL address, or website which, in the case of MedFlash, is the member's personal emergency profile. The reason why QR codes are more useful than a standard barcode is because they can digitally present and stores additional data - including URL links, geographical coordinates and SMS (text.)

Another key benefit of free QR Codes in lieu of standard bar codes, is that instead of requiring an unwieldy hand-held scanner, most new modern cell phones can scan them and the applications are downloaded to the mobile phones at no charge from Apple, AT&T, Android, Blackberry along with many others.

When scanned with most smart phones (Blackberry's, iPhones and Androids), QR Codes will direct to the user to a website URL that is embedded in the image. By using a MedFlash member's 9-digit Emergency Code, CTYX created a QR Code unique to the member's personal profile that is embedded on their MedFlash Emergency Identification Card. A first responder that finds the MedFlash member's card at the scene of the emergency/accident can scan the QR code image with a Smartphone and immediately access the victim's/member's personal emergency profile. Most first responders have a Smartphone with them at all times and use it to communicate with emergency personnel and hospitals during critical situations.

Ronn Schuman, Connectyx, President & CEO, said, "the addition of the QR code scan application is another valuable tool that exemplifies our commitment to our members by delivering lifesaving and wellness benefits to the MedFlash community. Our commitment to constantly improving MedFlash is attracting attention in the marketplace with potential marketing partners expressing interest in including MedFlash in their business plans. As we reach critical mass in both awareness and distribution breadth, we look forward to reporting to our shareholders and members, significant increases in revenues within the near term."

To be added to CTYX's corporate e-mail database for 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 includes a 24/7/365 call center, a Smartphone application and an 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 (EMTs) 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 QR Scan Code, 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 or visit our online newsletter at www.phrtoday.com .

About Connectyx

Connectyx provides unique products for the healthcare market including MedFlash, the electronic Personal Health Manager (ePHM). Compatible with 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, QR Scan Codes 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, www.medflash.com and www.phrtoday.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.

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