

# **Connectyx Technologies Signs Agreement to Offer MedFlash® as Part of Selected Market Insurance Group Benefits Suite**

## ***Selected Market Insurance Group Initially Licenses 5,000 MedFlash Portal Memberships and forecasts a total of 50,000 memberships over next 12 months***

STUART, FL--(Marketwire - 03/11/11) - 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 (ePHM) for maintaining personal health records (PHR), announced today that Selected Market Insurance Group, (SMIG) has chosen to offer MedFlash as part of its suite of health insurance benefits to its many customers.

Dan Kuhn, President/CEO of SMIG, said, "We are launching MedFlash in conjunction with our health policies as we believe that the MedFlash personal health and wellness programs will enhance our position in the marketplace as we continually offer innovative products to our clientele within the next 12 months we expect to expand beyond this initial quantity and exceed 50,000 licenses across all our product lines."

Ronn Schuman, CEO of Connectyx, said, "SMIG's commitment to our new multi-tiered licensing model validates that MedFlash is a valued added benefit that can be used by insurers, employee benefits plans and other membership organizations." Schuman continued, "We will be working with their group to develop an In Case of Emergency (I.C.E.) insurance benefit that will increase the value of the MedFlash membership program. This new benefit will provide specific coverage for the consumer when they have an emergency event."

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)

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

## **About Selected Market Insurance Group** <http://www.smigins.com>

Selected Market Insurance Group, LLC (SMIG) is dually headquartered in Orange Park, Florida for Marketing and Administration and the Corporate Office is located in Friendswood, Texas. Online Insurance Services (OIS), a wholly owned subsidiary of SMIG, is a full service Third Party Administrator servicing clients across the USA since 2004. OIS employees first started developing and programming systems for the insurance industry in 1964. In 1996, OIS began developing worksite enrollment software and systems which evolved directly from the feedback of agents and customer service representatives nationwide. Many of these same employees are still with OIS and involved with the constant changes in the marketplace that occur almost daily. OIS became an Application Service Provider (ASP) allowing our clients to access our Enrollment and Customer Management capabilities online and acquired a license as a Third Party Administrator in 2004.

With an Executive Management team with over 100 years of combined experience in the insurance industry SMIG excels in product design, distribution, sales and administration. SMIG stands ready to offer the most innovative, competitively priced products in today's challenging marketplace. These products include short-term medical, dental insurance, vision insurance, limited medical insurance and accident medical/AD&D. New products such as simplified issued life insurance and a Job Loss Association Protection Plan are just two of our up and coming new ventures.

Both SMIG and OIS have tenured employees that support all aspects of our business, whether it is in Customer Support, IT, Marketing or Compliance. Our proprietary systems allow easy agent access from enrollment to ad-hoc reporting after the sale. Our technology and dedicated employees separate us from the pack.

## **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](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.

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