

Connectyx Technologies to Co-Market MedFlash in Upcoming USA TODAY Travel Guide with MASA Assist

Half Page Advertisement to Highlight Benefits of Maintaining Access to Personal Medical Records On Vacation

STUART, FL--(Marketwire - 06/14/11) - Connectyx Technologies Holdings Group, Inc. (OTCB:[CTYX](#)) ("Connectyx"), 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 the company will be advertising MedFlash in concert with MASA Assist in an upcoming USA TODAY Travel Guide.

MedFlash will be advertised in a travel guide to be published and distributed by USA TODAY. Targeted to people planning vacations, the MedFlash half page advertisement will highlight the benefits of travelers having access to their personal medical records in the event of an accident or other emergency. Ready to brief any doctor, ER physician or other medical professional in an instant, MedFlash provides paramedics and emergency room staffs with access to the information they need to properly provide care when a patient is incapacitated or unresponsive.

USA TODAY is the nation's number one newspaper in print circulation with an average of more than 1.8 million daily. USA TODAY is published by Gannett Co., Inc.

Ronn Schuman, CEO of Connectyx, said, "Connectyx has been very active in forming marketing alliances and building revenue on sales to member organizations and, in turn, to their members. Part and parcel to these alliances is supporting our partners' respective marketing efforts to their members through national advertising. The USA TODAY Travel Guide will be advertised in the USA TODAY newspaper and will be distributed at joint newspaper stands with USA TODAY. We look forward to increasing the public's brand awareness of MedFlash through this joint marketing initiative with our partner, MASA Assist. "

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 MASA Assist 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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