

Connectyx Technologies and US Business Services Announce National Television Marketing Campaign with MedFlash®

MedFlash to be Included in Television Ads for Urological Catheter Kits Placed on Lifetime, BRAVO and TNT Channels

STUART, FL--(Marketwire - 08/04/11) - 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 the company will be launching a national comprehensive television campaign with U.S. Business Specialties in September, 2011.

U.S. Business Specialties (USBS) will begin to televise up to 15,000 ad airings per month starting in September ramping up to 45,000 per month over the next six months. Advertising slots will include BRAVO, Lifetime, and TNT channels, among others. In the television ads, USBS will be offering MedFlash at no charge to new customers ordering the company's six component sterile urological catheter kits as part of its licensing agreement with Connectyx. USBS's HIPAA-compliant call center will take orders for MedFlash and the Medicare/Medicaid-approved catheter kits. This Ad campaign will supported by 30-second and 60-second advertisements, produced by White Diamond Productions, Inc.

Ronn Schuman, CEO of Connectyx, said, "We're very pleased that USBS has chosen to license MedFlash and to offer it at no additional charge to their new customers. Working in tandem with USBS holds the promise of significantly building upon MedFlash's subscriber base as USBS rolls out their sterile catheter kits. USBS's addition of MedFlash with new patient orders will provide a more meaningful and needed benefit to their customers. We look forward to growing exponentially along with our new marketing partner.

Mike Mahoney, CEO of USBS, said, "Our kits are convenient and can be carried by the patient easily which is a concern of urological patients who need to carry their urological supplies everywhere they go. Urinary tract

infections are an increasing concern and our catheter kits addresses this challenge. Our call center will assist patients in making their Medicaid and Medicare claims for urological supplies." Mahoney continued, "We look forward to providing our new clients with the MedFlash Personal Health Manager when they begin receiving catheter kits from USBS. In the rapidly changing medical landscape, the innovative MedFlash Health and Wellness program offers patients the ability to have constant access to their medical records from all their physicians and we are happy to provide our patient/clients with this easy to use service."

According to the Centers for Medicare and Medicaid Services (CMS), national healthcare spending will increase to \$2.8 trillion this year (2011), up from \$1.42 trillion in 2001. With more than 95 million Americans with chronic diseases such as arthritis, cancer, cardiovascular disease, chronic obstructive lung disease, and diabetes, the medical supply industry is an increasing portion of overall healthcare spending.

U.S. Business Specialties targets Medicaid and Medicare-eligible patients dealing with chronic illness. First Research estimates the number of Americans over 65, many with chronic conditions will increase from 34 million to 62 million between 2000 and 2025. The Rand Corporation projects that the number of Americans with two or more chronic conditions will increase from 60 to 81 million between the years 2000 and 2020. Out-of-pocket spending for Americans over age 65 and over with two chronic conditions is approximately \$750 per year. According to the Centers for Medicare and Medicaid Services, the number of Medicare beneficiaries is estimated to increase almost 100% to 77 million by 2030 from 40 million in 2000.

Significantly for USBS's business, the 2009 BCC Research report estimates the urological market size is approximately \$4.4 billion and expected to increase to \$13.2 billion in 2014.

MedFlash ® Features and Benefits

The MedFlash® PHM Portal features a 24/7/365 call center, a smart phone application and a 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 (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 via the 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.

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

About U.S. Business Specialties, Inc. (www.usbusinessspecialties.com)

U.S. Business Specialties, Inc. (USBS) focuses on health and medical companies whose principals have over 23 years experience in the medical field. USBS has a national distribution network of independent representatives that each have over 15 years experience in the field. In addition to its primary target market of steril urological catheters, USBS' vertical markets include ostomy, tracheotomy and respiratory.

About White Diamond Productions, Inc. www.whitediamondproductions.com

White Diamond Productions, Inc. (WDP) produces radio and television commercials and obtains prime advertising time slots for maximum visibility. WDP's creative team provides a wide range of marketing tools in addition to broadcast commercials, including print advertising, website, online ads, outdoor billboards and public relations materials like press releases, video releases, magazine articles and event marketing.

About Connectyx Technologies, Inc. (www.connectyx.com and www.medflash.com)

Connectyx Technologies 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 also features a 24/7/365 call center, a USB flash drive and smart phone applications. 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 time-critical medical information. Far more than just an emergency flash drive, the MedFlash ePHM can be accessed on any computer, securely and with complete privacy. Additionally, there are 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.

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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