

Connectyx Technologies Offers Vision Care Direct Plans to MedFlash® Subscribers

Discounts for Vision Care Plans Exclusive to MedFlash Subscribers Adds Valuable Benefit

STUART, FL--(Marketwire - 08/11/11) - Connectyx Technologies Holdings Group, Inc. (OTC:CTYX), 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 the addition of vision care health plans from Vision Care Direct (VCD) for MedFlash subscribers. Since 1999, Vision Care Direct has offered discounts on vision care to subscribers while assisting eye practitioners expand their practices. Now operating in 22 states with over 4,500 providers, VCD expects to add another 10 states in the near future. Vision Care Direct's membership plans meet the needs of patients ranging from a yearly comprehensive eye exam to premium plans offering exams plus the latest progressive lens technology.

In the last five years, Vision Care Direct has experienced a 300% growth in plan membership. Complete plans offer a comprehensive eye exam from a VCD credentialed private practice optometrist and can be tailored to the specific needs of each patient. Patients can also choose a "Materials Only" plan to supplement exam coverage by their principal insurance company or simply get a second pair of glasses or contacts.

Vision Care Direct is the only plan on the market to offer an individual plan that includes a \$180 progressive lens (no line bifocals or trifocals) allowance. In addition, patients can scale their frame allowance, choosing \$100, \$130 or \$160, according to how much they would like to spend on frames. Most other plans offer only one option. Plus, patients can access their plan the same day they purchase it with savings up to 25% to 35% off of yearly vision care expenses.

Ronn Schuman, CEO of Connectyx, said, "Connectyx is pleased to be working with Vision Care Direct in providing our members a discount on vision care from Vision Care Direct. As our MedFlash members take advantage of a 10% discount, we as a company will generate referral revenue. As a Preferred Vendor for the National EyePA Coalition, we continue to work towards mutually beneficial marketing relationships with companies like Vision Care Direct."

Reid Nelson, President of Vision Care Direct, said, "Vision Care Direct has been growing rapidly in the past three years as more and more people seek ways to get preferred pricing for many of their essential healthcare needs such as vision care. VCD helps eye care professionals attract new patients while offering discounts to differentiate themselves from their competition. We are happy to be offering MedFlash members with our custom vision care plans."

MedFlash® Features and Benefits

The MedFlash® PHM Portal provides 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 (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.

Sign Up for Corporate and Industry Updates

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 Vision Care Direct www.visioncaredirect.com

Vision Care Direct is a membership plan that began in 1999 in Arizona and Utah and has subsequently expanded to 22 participating states with another 10 states in active development. Its unique structure provides solutions for individuals, families and groups that allow patients to continue to visit the private practice eye care providers they have grown to know and trust. VCD offers plans to meet the needs of patients ranging from just a yearly eye exam to premium plans offering the latest progressive lens technology. Vision Care Direct is still growing but with over 4,500 providers, patients have many options to choose from. (VCD) is owned and operated by Private Practice Eye Care Providers (PPECP) through the creation of state Independent Physician Associations (IPA) that eliminates the middle man which enables patients to pay smaller premiums and allows doctors to provide better care. VCD offers vision healthcare plans which are great for companies, because they enhance an employee's benefit package at no cost to the employer. VCD plans are also great for consumers because they offer significant savings on eye care and eyewear, without compromising quality of care.

About Connectyx

Connectyx Technologies provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (PHM). Compatible with Microsoft's Health Vault, the MedFlash® PHM is an easy to use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® PHM also features a 24/7/365 call center, a USB flash drive and smart phone applications. 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 time-critical medical information. Far more than just an emergency flash drive, the MedFlash® PHM 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. For more information, please visit our websites at: www.connectyx.com and 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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