

MedFlash® Announces Expanded Relationship with MASA Assist™

PALM CITY, FL--(PINKSHEETS)—August XX, 2010 -- Connectyx Technologies Holdings Group, Inc. (Pink Sheets: CTYX) is pleased to announce that the Company has expanded its relationship with MASA Assist, one of the country's leading Medical Evacuation Companies with over 500,000 members. This is an expansion of a relationship that began over a year ago with Connectyx Technologies Corp and MedFlash with the goal of using MedFlash® as a membership enhancement program. Their recent order of 2,100 MedFlash devices, including lifetime member licenses is part of a new program that the Companies are developing to increase member awareness of this exciting travel, health and wellness program.

MASA (Medical Air Services Association) Assist is extremely proud to announce this enhanced partnership with MedFlash. "We are in the life saving business and recognize that individuals need to have critical health information at their fingertips. Our partners in MedFlash have a similar goal in mind, that of safety and a potentially lifesaving product" stated Tim Green, MASA's President. MedFlash gives MASA members a simple way to build their health record while at the same time offering easy access to that information by first responders. MASA's President, Tim Green also stated "we have had a very positive response from our members currently using MedFlash, giving us the confidence to expand the program".

The MedFlash program is designed to store personal health through the internet and lifestyle information on a (2GB) 2 inch portable flash drive. The MedFlash internet site allows the member to maintain and update all their critical information and then download only selected key information to the flash drive. Ronn Schuman the company's CEO stated "Working with MASA opens up an exciting new opportunity in the travel insurance industry. Personal Health Records is one of the most publicized segments of healthcare today and MedFlash is in the forefront of this new marketplace." Google™ and Microsoft™ are spending billions of dollars creating consumer awareness of on line PHR's. More importantly in the recent Presidential debates both candidates stressed the need for every American to have a personal health record. MedFlash products offer a clear and sustainable advantage. It is affordable and easy to use. The device is seamlessly connected to any computer for routine or emergency access to important information. Serious drug interactions can be avoided, allergic reactions prevented and historical records accessed including x-rays, living will, insurance policies. In addition MedFlash users have the piece of mind that their key medical information can be accessed quickly from three different sources (Flash Drive, Internet, 24/7 Emergency Call Center and ER Mobile Application that will be released in September) We are very pleased to partner with MASA which recognized the value to it's members of personal management of one's own health care records.

Med Flash also released its Concierge Program which is a valuable health management tool, which combined their simple personal health record and many innovative health management tools, including social networking capabilities is what sets MedFlash apart from the competition.

The Company also recently announced the launch of its Facebook® and Twitter® social media marketing campaign in an effort to communicate with its shareholders and introduce the MedFlash product to a larger audience. Connectyx Technologies can now be found on Twitter (<http://twitter.com/MyMedFlash>) where followers can receive short, timely messages regarding current MedFlash promotions and updates. Individuals can also connect with MedFlash and other MedFlash® fans on Facebook (<http://www.facebook.com/pages/wwwmedflashcom/127476047265331?ref=ts>) to find testimonials, videos and quick notes regarding news about the MedFlash® product.

About Connectyx :

Connectyx Technologies provides unique products for the healthcare market including, MedFlash, the electronic Personal Health Manager (PHM). Compatible with Google Health and 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 our (soon to be released) 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 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.

About MASA Assist:

In business since 1974, **MASA Assist** never out-sources its cases. The company stands ready 24 hours a day, 365 days a week to respond immediately to an emergency call from a member. Staffed by two physicians and other trained personnel, the planes carry state of the art medical equipment on board and are prepared to handle every emergency evacuation 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, it 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 has worked for more than 30 years to keep adding membership benefits without raising membership rates. In fact, once someone joins **MASA Assist**, their annual rate is fixed for as long as they retain membership. **MASA Assist** has never once raised a rate for an existing member. 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, unequaled service, and unparalleled commitment to its members, **MASA Assist** takes the worry out of travel. Call 800-423-3226 for rates and more information.

For more information, please visit our websites at: www.connectyx.com and www.medflash.com

Safe Harbor Act: This release 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 release.

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