



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Announces Selection of MicroCap Management, LLC for Strategic Media Campaign

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MURRIETA, CA--(PR NEWSWIRE)--Jan. 14, 2010--ActionView International, Inc. (Other OTC: AVEW) today announced that MicroCap Management, LLC has been selected as the front-runner of a full media campaign on behalf of ActionView International. MicroCap Management has created a strategic corporate communications media plan that will provide a launch pad for ActionView International's present and future business, including the activities of its wholly owned MatchFights subsidiary and the World Championship Full Contact brand.

MicroCap Management, LLC, headquartered in Westminster, Colorado, is a Corporate Communications Firm that utilizes business-to-business marketing strategies and extensive relationships with major investment web portals, including its own online financial publication which can be accessed at www.microcapmanagement.com, to promote growth for publicly traded companies. Its Managing Directors possess 30 plus years' experience in marketing and advertising for OTC and Fortune 500 companies.

MatchFights delivers the most exciting brand of full contact fighting under its World Championship Full Contact banner. MatchFights events are broadcast live in high definition to a worldwide audience over the Internet and revenue is derived from pay-per-view buys. The next WCFC live event is scheduled for February 13, 2010 at the Rail Event Center in Salt Lake City, Utah.

Gary Nerison, Chairman of ActionView International, commented, "As we prepare for our next live event, we are pleased to have MicroCap Management lead this media campaign. Increased awareness will be a key to facilitating the company's continued growth and will help to fulfill management's strategic vision for the WCFC brand."

William Sears, Managing Director of MicroCap Management, LLC, stated, "We are thrilled to have ActionView International on board, and we're extremely enthusiastic about the future of this program."

MicroCap Management's core philosophy is to allow its corporate clients to focus on their core business while MicroCap Management, LLC manages its corporate communications, and in doing so has taken microcap companies that were once acorns to a market penetration level of mature oak trees. As a side benefit, these strategies often assist in building the consumer markets as well, which in turn can contribute to help increase the client's revenue. Additionally,

MicroCap Management's programs help companies meet pre-requisite criteria to qualify for listing on premier exchanges such as NASDAQ, AMEX and NYSE.

The premiere MatchFights event held on September 25, 2009 featured fourteen fighters from broad fight backgrounds, including MMA, Muay Thai, boxing and street fighting, matched up in seven full contact bouts and a ring girl contest. Highlights of the event can be found at www.wcfc.com.

Shareholders and anyone interested in monitoring the progress of the company are encouraged to subscribe to the electronic mailing list at www.actionviewint.com.

About ActionView International, Inc.

ActionView International (www.actionviewint.com) has completed its acquisition of MatchFights, LLC, which is now the focus of the company's operations. MatchFights, LLC and its World Championship Full Contact property deliver live, high-definition, pay-per-view events, including no-holds-barred, full contact fights, in an interactive venue over the Internet to a global audience. The live events will have broad appeal and include elements of fighting, music, ring girl contests, and other live entertainment as part of the broadcast. For additional information about MatchFights and its World Championship Full Contact brand, please visit www.wcfc.com.

For all registered representatives interested in joining Microcap Management's free lead generation program, please visit www.microcapmanagement.com and click the tab registered representative to opt-in and to receive free investor leads.

To view full disclosure and disclaimer, please visit the Microcap Management, LLC home page at www.microcapmanagement.com.

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