



**Press Release**

**Source: ActionView International, Inc.**

## **ActionView International, Inc. Announces the Launch of the First Ever Web-Based Community for Martial Arts, MMA and Fight Fans**

*New [www.wcfc.com](http://www.wcfc.com) site will connect the global fighting community and will include fighters, fight fans and promoters*

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MURRIETA, CA--(PR NEWSWIRE)--Jan. 19, 2010--ActionView International, Inc. (Other OTC: AVEW) today announced that the company's wholly-owned subsidiary, MatchFights, LLC, and its World Championship Full Contact brand have launched the first ever web community dedicated to fighting. Located at [www.wcfc.com](http://www.wcfc.com), the website is structured similar to Facebook and MySpace but with a focus on fighters, fans and promoters from all fight disciplines.

The new WCFC website is designed to be a comprehensive content driven MMA website that provides the audience with the latest breaking news and information from the world of fighting. The site will harness the power of social networks, allowing users to connect and share information about their favorite fighters, fights and events. Successful social marketing strategies will be employed to harness the power of word-of-mouth on today's social networking sites to create brand interaction and engagement with targeted audiences so they will be transformed into consumers for WCFC events broadcast over the Internet. A comprehensive marketing program is being implemented which is expected to result in the [www.wcfc.com](http://www.wcfc.com) becoming the dominant fighting website in the world.

ActionView Chairman Gary Nerison commented, "The new WCFC community is an extremely important element of the company's strategy to build interest in WCFC events and to ultimately drive users to become pay-per-view customers. While we will continue to focus on staging our future events, building a WCFC subscriber base is far more essential in the near term and will ultimately result in more successful events and greater PPV revenues each time an event is held.

"The new [wcfc.com](http://www.wcfc.com) website is the premier Internet portal where fight fans can go to get all of the latest fight news and results, track favorite fighters, build a profile, interact with other fighters and fans, watch thousands of free fight videos, and watch live events. It also enables fighters to easily update their profiles with new videos and other content, scout their next opponent and contact promoters to book future fights. Promoters, in turn, can check out fighters, promote their events, post results and even sell tickets. For fans, there is simply no better place to go to find

news from MMA, boxing, traditional martial arts, and other fight styles as well as build their own profiles, post videos and interact with their favorite fighters.”

The new website was built by Zoombo Media, a firm specializing in building web-based social networks.

Zoombo President John Kohnhaas commented, “The WCFC.com site is an amazing vehicle that interfaces with all of the other social network sites out there to make sure that you can stay connected with all your friends. But with the WCFC site now you can also see the latest, most popular fight videos, keep up on the news, interact with other fans, friends, fighters, and ring girls, buy tickets for upcoming events, build your own profile, write on the walls, and post videos and photos. With the majority of people ages 18-35 getting their news and information from websites and with free video being the single biggest driver to websites, we believe that the combination of these two features will work to make [www.wcfc.com](http://www.wcfc.com) the premier fight-based network in the world.”

While the initial [www.wcfc.com](http://www.wcfc.com) website is in English, additional languages are expected to come online in the coming weeks. Fighters, fans, promoters, trainers and ring girls are encouraged to visit [www.wcfc.com](http://www.wcfc.com) to set up a personal profile and join the first and only web community dedicated to fighting.

Shareholders and anyone interested in monitoring the progress of the company are encouraged to subscribe to the electronic mailing list at [www.actionviewint.com](http://www.actionviewint.com).

#### **About ActionView International, Inc.**

ActionView International ([www.actionviewint.com](http://www.actionviewint.com)), its wholly owned MatchFights, LLC subsidiary and the World Championship Full Contact brand 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 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](http://www.wcfc.com) and join the world’s premier fight-based network.

For all registered representatives interested in joining Microcap Management's free lead generation program, please visit [www.microcapmanagement.com](http://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](http://www.microcapmanagement.com).

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