



Press Release

Source: ActionView International, Inc.

## **ActionView International, Inc. Announces Postponement of Inaugural WCFC Live Fight Event**

*Company will focus on growth of WCFC community and subscriber base as new event date is targeted*

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MURRIETA, CA--(PR NEWSWIRE)--Jan. 21, 2010--ActionView International, Inc. (Other OTC: AVEW) and the company's wholly-owned MatchFights, LLC subsidiary today announced that the inaugural World Championship Full Contact fight event originally scheduled for February 13, 2010 at the Rail Event Center in Salt Lake City, Utah has been postponed and is expected to be rescheduled for the near future.

“While we are all extremely excited about staging the first MatchFights event under the WCFC brand, the February 13 date is no longer the ideal timeframe for this important event,” commented ActionView Chairman Gary Nerison. “We have just launched the new WCFC web community, which is a critical tool for the marketing of WCFC events, and management decided that we need more time to allow the site to build momentum, grow the number of users and compel those users to become WCFC event subscribers. Pay-per-view revenue for WCFC events is the primary revenue driver for ActionView International, and it would be shortsighted to rush into our first event and leave insufficient time for the marketing strategy created around this site to be fully implemented.”

The new WCFC website at [www.wcfc.com](http://www.wcfc.com) is a comprehensive content driven MMA website that provides the audience with the latest breaking news and information from the world of fighting. The site harnesses the power of social networks, allowing users to connect and share information about their favorite fighters, fights and events. Successful social marketing strategies are being 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.

“As I stated when the site was announced earlier, building a WCFC subscriber base is far more essential to the company's near term business strategy and will ultimately result in more successful events and greater PPV revenues each time an event is held,” said Mr. Nerison.

Fight fans, fighters, 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.

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