



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Comments on Postponement of Inaugural WCFC Live Fight Event and Other Issues

Sponsors and additional financing opportunities are being pursued

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MURRIETA, CA--(GLOBE NEWSWIRE)--Jan. 22, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights, LLC subsidiary today commented on the recently announced postponement of the company's inaugural World Championship Full Contact fight event at the Rail Event Center in Salt Lake City, Utah. The event is expected to be rescheduled for the near future once the company's fight industry marketing strategy has been implemented and additional resources for the event have been identified.

"Postponing the first event to be held under the WCFC banner is clearly the best near term strategy for the company as we allow our WCFC web community to develop further," said ActionView International Chairman Gary Nerison. "We are committed to The Rail as our venue as soon as adequate resources have been secured to hold a first class event. We have an agreement with The Rail in place and can officially book our date once all of the pieces are in place, which we expect to occur shortly. We are speaking to a number of parties interested in funding WCFC events, which may take the form of sponsorship funds or a financial agreement to underwrite to fight production costs or some combination of both.

"We understand that our shareholders are anxious to see our next event take place. Management shares this desire, but we also have to consider how we maximize the return that will be generated from each event. With this in mind, it makes sense to give our marketing program more time to work, and pursue all avenues for funding the next several events, so it does not force us to stage inferior fights that could negatively impact the reputation of WCFC and diminish our chances to build what we all believe will be a first-class fight organization. As it stands, the company's capital structure has not changed and the team that has been assembled to stage our WCFC events is still in place.

"We continue to encourage anyone interested in the WCFC to join the community at www.wcfc.com and help to spread the word about this exciting new fight product. We believe that fight fans, fighters, promoters and a variety of others involved in this brand of entertainment, which is growing faster than virtually any other type of sports entertainment, will be drawn to our endeavor once they become aware of it. We are committed to keeping our shareholders and the markets informed as we move forward."

The new WCFC website at 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 becoming the dominant fighting website in the world.

Fight fans, fighters, promoters, trainers and ring girls are encouraged to visit 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.

About ActionView International, Inc.

ActionView International (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 and join the world's premier fight-based network.

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