



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Announces Formation of Advisory Board and Appointment of Michael Rojas

Iron Grip Barbell Company Founder and Co-CEO Fills First Seat on Advisory Board

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MURRIETA, CA--(GLOBE NEWSWIRE)--Jan. 26, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights, LLC subsidiary today announced the formation of ActionView International's advisory board and the appointment of Michael Rojas, President and co-CEO of Iron Grip Barbell Company, the largest provider of commercial free weight equipment worldwide, as its first member. The company plans to fill its advisory board with individuals who have the business and/or fight industry experience that will allow them to provide valuable insight and advice regarding the expansion of the World Championship Full Contact (WCFC) brand.

Upon accepting his appointment to the advisory board, Mr. Rojas stated, "As a devoted fight fan, I was immediately impressed by the WCFC concept. The rules changes from traditional MMA make the product more appealing to fans and the internet delivery model makes the events more affordable and more accessible to a worldwide audience. While I recognize that ActionView is still in its early stages, I am convinced that by focusing first on building the web-based social network on www.wcfc.com, we will avoid making the same costly mistakes that other fight-based companies have made over last few years. Our goal is to provide a totally interactive, fully immersive fight experience for our fans. Having seen the full vision that the company has for WCFC, I am excited about being a part of this next step in the evolution of mixed martial arts."

Mr. Rojas founded Iron Grip Barbell Company in late 1992 with his current partner and co-CEO. Now, in its fifteenth year, Iron Grip has matured into a full service provider, developing not only heavy-duty free weight equipment but also group exercise solutions, innovative facility planning software, and sophisticated customer service processes.

Iron Grip also changed over the years from a company that outsourced much of its production to a true manufacturing operation, building all of its Iron Grip equipment in a recently completed state-of-the-art factory in California. As the force behind the company's sales and marketing effort, Mr. Rojas has emphasized the importance of marketing and product innovation since the inception of the company. Innovations that have been pioneered at Iron Grip are now widely copied by virtually every other free weight company in the industry.

Mr. Rojas is also largely responsible for the development of the various Iron Grip brands, and manages the more than 30 patents and trademarks Iron Grip holds. Currently, Iron Grip has 5 active Iron Grip licensees producing a variety of fitness equipment.

Mr. Rojas is a graduate of the USC School of Business, and has earned an MBA from the Pepperdine School of Business. He held various merchandising and management positions for a major national retail chain and has also held senior executive positions with two of the leading prestige cosmetics companies in the world. Mr. Rojas has had an interest in health and fitness all of his adult life and trains regularly.

“We are very pleased to announce the formation of our advisory board and the appointment of Mr. Rojas, who is both a passionate fight fan and a businessman with a track record of success,” said ActionView International Chairman Gary Nerison. “His experience with Iron Grip, helping to develop the company from its founding to its current position at the forefront of free weight equipment design, will allow Mr. Rojas to provide significant insight as we seek to grow the WCFC brand in much the same way.”

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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For all Inquiries: Please contact a Managing Member of Microcap Management, LLC at 2004 A West 120th Avenue, Westminster, CO 80234. Phone: (303) 465-2388 Fax: (303) 465-2507
Website: www.microcapmanagement.com

Contact:

ActionView International, Inc.

Investor Relations

951-200-4107

investors@actionviewint.com