



Press Release

Source: ActionView International, Inc.

## **ActionView International, Inc. Announces Receipt of First Financing Proposal for WCFC Marketing and Live Event**

*Company is pursuing additional financing and sponsorship opportunities to expand marketing of WCFC community and to improve upcoming fight events*

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MURRIETA, CA--(GLOBE NEWSWIRE)--Jan. 27, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights, LLC subsidiary today announced that the company has received the first financing proposal as part of its efforts to secure additional funding for the next several WCFC live events and to fully implement its fight industry marketing strategy through the WCFC community at [www.wcfc.com](http://www.wcfc.com).

“We are pleased to have received the first of what we expect to be several proposals to secure additional capital to fund the expanded industry marketing program and to stage our next WCFC event,” said ActionView International Chairman Gary Nerison. “Additional financing is necessary in order to produce an event that will properly showcase the WCFC brand and to begin attracting a significant PPV audience. WCFC PPV buys are the primary revenue driver for ActionView International, so this is our highest near-term priority. We expect to have a final agreement in place shortly, so we can take the next steps to draw greater attention to the WCFC and finalize the details of our first event at The Rail Event Center in Salt Lake City, Utah,” Mr. Nerison added.

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.

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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