



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Comments on Plans for Financing Upcoming WCFC Events

Management committed to non-toxic financing to fund next fight event and marketing of WCFC community

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MURRIETA, CA--(GLOBE NEWSWIRE)--Feb. 2, 2010--ActionView International, Inc. (Other OTC: AVEW) today reiterated the management's commitment to avoid toxic financing to secure the initial financing needed to fund the company's next World Championship Full Contact (WCFC) fight event and to further implement its fight industry marketing strategy through the WCFC community at www.wcfc.com. The company recently announced plans to pursue financing under an executed term sheet.

"The initial term sheet is for a small financing that will allow us to produce the inaugural WCFC event and take the next steps in our WCFC marketing program," stated ActionView International Chairman Gary Nerison. "As we achieve these goals, we will continue to evaluate all of opportunities for future financing, if necessary. We do not intend to enter into any long-range commitments, unless they are deemed to be non-toxic and in the best interests of the company and its shareholders. Our focus is to build the WCFC brand and following so that the revenues generated from each event will not only sustain the company, but will also begin to generate profits and return for shareholders."

The company has stated its intention to report its financials through the Pink Sheets OTC Disclosure and News Service and pursue the 'Current Information' status, once it has met the requirements of that service.

"We certainly would not have prioritized the posting of financial information if we did not believe that there would be revenues to show in future quarters," Mr. Nerison added.

The 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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