



Press Release

Source: ActionView International, Inc.

## **ActionView International, Inc. Announces April 3rd Date for Next World Championship Full Contact Event**

*The new event date has been reserved at The Rail Event Center in Salt Lake City, Utah*

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MURRIETA, CA--(GLOBE NEWSWIRE)--Feb. 24, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights subsidiary today announced that April 3, 2010 will be the date of the next World Championship Full Contact (WCFC) live event. The event will take place at The Rail Event Center in Salt Lake City, Utah and is expected to be the first in a series of events held at this venue.

MatchFights delivers the most exciting brand of full contact fighting under its World Championship Full Contact banner. MatchFights events are broadcast live in high definition to a worldwide audience over the Internet and revenue is derived from pay-per-view buys.

The contract with The Rail Event Center has been signed, and the WCFC event is expected to be added to the venue's calendar by the end of this week. The first fighters signed to the fight card will be announced next week, and their profiles will be included on the WCFC website, where fans can follow news and events leading up to the April 3<sup>rd</sup> event.

The Rail is Salt Lake City's most unique gathering venue, with 42,000 square feet of floor space and a maximum capacity of over 3,500. Located just steps away from downtown, the Gateway, and Energy Solutions Arena, The Rail is a technology based concept with full audio visual and recording capabilities. A gated 28,000 square foot courtyard can be utilized for event promotion or staging of event attendees. The Rail welcomes convention attendees, sporting events, social gatherings and lovers of music and entertainment. More information on the venue can be found at <http://www.theraileventcenter.com/>

“We are pleased to have our venue reserved for the April 3<sup>rd</sup> fight and look forward to providing additional information on the fight card and additional aspects of the event as the date approaches,” said Gary Nerison, Chairman of ActionView International. “Marketing efforts for this event are already underway, and we expect this location to draw a large and enthusiastic crowd. We hope that all MMA fans will join our WCFC community at [www.wcfc.com](http://www.wcfc.com), so they can be regularly updated on the event and its participants.”

Salt Lake City was chosen as an event location due to its proximity to a number of MMA gyms as well as several major universities, which will be included in target marketing for WCFC events, both live and through its Internet broadcasts. MatchFights' contracted event production company, LBH Productions, is based in Salt Lake City and has significant contacts in the region.

The 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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To view full disclosure and disclaimer, please visit the Microcap Management, LLC home page at [www.microcapmanagement.com](http://www.microcapmanagement.com).

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](http://www.microcapmanagement.com)

#### Contact:

ActionView International, Inc.  
Investor Relations  
951-200-4107  
[investors@actionviewint.com](mailto:investors@actionviewint.com)