



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Announces Approval of World Championship Full Contact (WCFC) Rules for April 3rd Event

MatchFights Commissioner granted promoter's license for first live event at The Rail Event Center in Salt Lake City, Utah

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MURRIETA, CA--(GLOBE NEWSWIRE)--Mar. 2, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights subsidiary today announced that rules for the inaugural World Championship Full Contact (WCFC) live event scheduled for April 3, 2010 have been approved by the Utah Athletic Commission. MatchFights' Commissioner has also been granted a promoter's license for the State of Utah.

The April 3 event will be held 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.

“We are pleased that the Commission has given us a ninety-day trial for the WCFC rules, which allows us to move forward with our first event at The Rail on April 3rd,” commented Gary Nerison, Chairman of ActionView International. “Utah is a location that we hope to establish as a strong market for the WCFC, and gaining this first recognition by the state athletic commission is an important step for our brand.

“During this ninety-day period, we expect to have at least two Salt Lake City events, including the April 3rd date, which will give us an opportunity to have a few WCFC-rules bouts and demonstrate to the Commission that our rules are just as safe as traditional MMA rules. The biggest rules change, where tap outs only end the round, not the fight, is designed to make WCFC bouts not only more exciting but also more competitive for other, non-MMA forms of martial arts. Our goal is to eventually have a fight league where all styles of fighting can compete against each other in a fair, safe, and exciting environment. We expect to announce additional details in the weeks leading up to the event, including the fight card, which we expect to have posted to the WCFC website later this week, and more information on the venue and how it will contribute to our staging a first class 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. More information on the venue can be found at <http://www.theraileventcenter.com/>

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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