



**Press Release**

**Source: ActionView International, Inc.**

## **ActionView International, Inc. Announces First Main Bout for April 3rd World Championship Full Contact (WCFC) Event**

*WCFC commercial is scheduled to run this weekend on Versus Network*

Issued Monday, Mar. 8, 11:06 am ET

MURRIETA, CA--(GLOBE NEWSWIRE)--Mar. 5, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights subsidiary today announced one of the two main bouts schedule for the inaugural World Championship Full Contact (WCFC) live event on April 3, 2010 at The Rail Event Center in Salt Lake City, Utah. One main bout will feature Jordan "They Call Me Mr." Smith, who appeared as a contestant on the recent Season 11 of UFC's "The Ultimate Fighter" show on Spike TV, fighting against "The Slim Shady of MMA" Nick Rossborough, who has also appeared on the "The Ultimate Fighter" show, in a middleweight contest.

A 30-second WCFC commercial will be in rotation on the Versus network, starting this weekend during the live WEC MMA event.

Jordan Smith, from Kaysville, Utah, fights out of the One Hit MMA gym in Clearfield, Utah. He comes into this fight with a professional record of 10 wins, 1 defeat and 1 draw. Smith started fighting shortly after his college football career ended because he needed another outlet for his anger and aggression and had always been interested in testing himself in the pure sport of fighting. He was an all-state middle linebacker and first team all-conference guard in high school and received an athletic scholarship to play football at McKendree University in Illinois.

In MMA, Smith won the Michigan Fight League light heavyweight belt as an amateur, the Max Fighting League Middleweight Belt in Yakima, Washington and the Throwdown Light-Heavyweight Belt as a professional. He credits the three main trainers at One Hit MMA gym, Aldo Oreggia, Jessie Pedilla, and Gustavo Rodriguez, for his success. Smith was a contestant on the recent Season 11 of UFC's "The Ultimate Fighter" show on Spike TV. He says that his experience on the show was great, and he is hungrier than ever to step back inside the cage for the WCFC event.

“Nick Rossborough is a tough dude and wants nothing more to finish me in highlight fashion, but with my training and experience, I plan on walking out of that cage with my hand held high,” said Smith.

Nick Rossborough, who fights out of the Elite Performance gym in Salt Lake City, started his professional mixed martial arts career at the age of 23. When he first stepped into the cage to fight, he had minimal training and knowledge, and at the time he felt that just getting in the cage was the best way to start. After about two years of "on-the-job training," Rossborough decided that finding a MMA trainer was the only way he would excel in the sport. On his quest to find the best trainer in Utah, Nick came across one of the most well known names in the sport, Jeremy Horn. After only two years training with Jeremy, Nick has fought and beat many top-notch fighters, won championship belts including the PFC Middleweight title, and made an appearance on Season 7 of "The Ultimate Fighter" on Spike TV.

Rossborough, who comes into this contest with an 18-11 record, will be the first one to say how he is just beginning, and how he intends to continuously improve his game until he reaches his goal of becoming the best-known MMA fighter in his weight class. It will be no surprise to soon find Rossborough as a legitimate contender in the UFC.

"The Smith versus Rossborough bout is expected to be one of the most exciting fights of the evening, and we are looking forward to these warriors putting on a great show for our live and Internet audiences," said Johnny Riche, head of LBH Productions, which will produce the April 3<sup>rd</sup> event. "Having fighters of this caliber is going to help WCFC raise its profile and attract fans in the MMA community. We expect to announce the other main bout and the rest of the fight card next week."

Gary Nerison, Chairman of ActionView International, stated "I also wanted to address the recent trading activity of ActionView International stock. We are pleased to have experienced an increase in activity and wanted to let our shareholders know that despite the stepped up trading volume, there has been no change to the number of issued and outstanding shares of the company's common stock since it was last publicly reported. We do expect to continue to generate interest as our April 3<sup>rd</sup> event approaches and we stage what is anticipated to be a very successful show."

Fight fans, fighters, promoters, trainers and ring girls are encouraged to visit the WCFC website at [www.wcfc.com](http://www.wcfc.com) to set up a personal profile and join the first and only comprehensive content driven MMA web community dedicated to fighting. The site harnesses the power of social networks, allowing users to connect and share information about their favorite fighters, fights and events. 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 and draw consumers for WCFC events broadcast over the Internet.

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. Revenue is derived from pay-per-view buys. 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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