



Press Release

Source: ActionView International, Inc.

ActionView International, Inc. Announces 2nd Main Bout for April 3rd World Championship Full Contact (WCFC) Event

Chairman reiterates comments regarding issued and outstanding shares

Issued Monday, Mar. 8, 9:24 am ET

MURRIETA, CA--(GLOBE NEWSWIRE)--Mar. 8, 2010--ActionView International, Inc. (Other OTC: AVEW) and its wholly-owned MatchFights subsidiary today announced the second of two main bouts scheduled for the inaugural World Championship Full Contact (WCFC) live event on April 3, 2010 at The Rail Event Center in Salt Lake City, Utah. The main bout will pit Steve "Razor" Sharp, with a professional record of 25 wins and 10 losses, against Dave Castillo, who has a professional record of 7 wins and only 1 loss.

Steven "Razor" Sharp, who fights out of the Absolute MMA Gym in Salt Lake City, Utah, is one of the most well rounded and popular fighters in the state of Utah, if not the entire West Coast. Sharp has a fierce stand up game and throws everything but the kitchen sink at his opponents. He can also finish a fight on the mat as easily as he can with a knock out. Watching Sharp fight is as exciting as it is brutal.

"Dave Castillo is a great stand up fighter but doesn't have as much experience in the cage as Steve," commented Johnny Riche, head of LBH Productions, which is producing the April 3rd event. "Steve plans on standing toe to toe and banging it out with Castillo. You can be guaranteed that this fight won't go the distance."

Castillo, who fights out of Salt Lake City's Elite Performance gym, said "I feel blessed to be surrounded and supported by so many great people, and to be competing in such an awesome sport. I am excited to prove to myself that I have the potential to one day go to the world's biggest stage - the UFC. The fans can always expect excitement when I enter the cage. I always come to fight, and I always come to win. I am constantly improving as a person and a fighter, so maybe you will see something new. I am confident that my training camp is one of the best in the world, and I plan on displaying just that. My opponent Steven "Razor" Sharp is a well rounded, aggressive fighter with a big name. I think this has the potential to be one of the biggest fights of the year."

Castillo trains under UFC legend Jeremy Horn of Horns Elite Performance and trains with UFC fighter and Season 10 runner up of Spike TV's "The Ultimate Fighter," DaMarques Johnson.

Johnny Riche added, "While I'm excited about the entire fight card we have assembled for the April 3rd WCFC event, the Sharp versus Castillo fight is the one I am dying to see."

The co-main event match-up announced by the WCFC last week will feature Jordan "They Call Me Mr." Smith, who appeared as a contestant on Season 11 of "The Ultimate Fighter," 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 was in rotation last weekend during the live WEC MMA event on the Versus network.

Gary Nerison, Chairman of ActionView International, stated "We continue to be elated over the trading activity of our stock, and I wish to reconfirm that 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 3rd 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 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 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.

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. 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 and join the world's premier fight-based network.

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