



NEWS RELEASE

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FOR IMMEDIATE RELEASE

TRANSWORLD BENEFITS INTERNATIONAL INC. COMPLETES CORE TECHNOLOGY BUILD OUT TO RUN INNOVATIVE LOYALTY AND REWARDS SYSTEM

NEWPORT BEACH, Calif. / Wednesday, January 7, 2009 / Business Wire / TransWorld Benefits International Inc., (TBII.PK) now doing business as 7G Companies, a leading developer and IP holder of loyalty products and solutions, today announced that it has completed the development of the core components of the custom technology software that will run the companies Red Carpet Alliance registered credit card platform. Beta-testing will be conducted over the next several weeks and the company anticipates a soft launch in early February. This unique rewards and tracking technology is state-of-the-art and incorporates customer relationship and communication management capabilities.

Stuart Graham, 7G Companies, Vice President of Sales and Marketing said. "We couldn't be more pleased with the outcome and overall development of the Red Carpet Alliance system" Mr. Graham went on to say "We have gone to great length to customize this system and develop a comprehensive method by which small and mid-sized merchants can compete effectively with the larger big box loyalty programs while cost effectively communicating with targeted and existing customers"

About Red Carpet Alliance System

As an established developer of loyalty products, 7G Companies Loyalty Division helps implement and manage their loyalty programs on a national level that are scalable and cost-effective. Red Carpet Alliance is a patent pending customized, turnkey, fee based, customer relationship, loyalty and marketing system designed to help restaurants, merchants and service providers develop their businesses and increase profitability. The system uses a registered credit card platform and provides targeted customer acquisition in conjunction with a promotional gift card, data collection, data management assistance and customer communication.

About TransWorld Benefits International, Inc.

Doing business as "7G Companies", TransWorld Benefits International, Inc. is securing controlling interests in companies that are emerging market leaders in the loyalty industry, the service industries and technology. 7G Companies deliver proprietary high-value offerings to traditional brick and mortar merchants, online retailers and service providers that go far beyond traditional CRM methodology by providing advanced tools that facilitate direct customer interaction, branding and the enhancement of customer experiences.

More information about the company, including its filings can be found at [7GInc.com](http://www.7GInc.com).

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