



NEWS RELEASE

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FOR IMMEDIATE RELEASE

TRANSWORLD BENEFITS INTERNATIONAL INC. SIGNS SALES AND MARKETING AGREEMENT WITH BUSINESS BUILDER ALLIANCE, INC. TO MARKET ITS INOVATIVE RED CARPET ALLIANCE REWARDS SYSTEM

NEWPORT BEACH, Calif. / January 13, 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 signed their anticipated Joint Venture agreement between its Loyalty Division and Business Builder Alliance, Inc. (BBA) a provider of business solutions to small and mid-sized merchants.

Under the terms of the agreement BBA will serve as 7G's Companies sales agent and distributor of the companies Red Carpet Alliance system to small and mid-sized merchants and restaurants. 7G Loyalty, a division of 7G Companies, is committed to providing merchants and restaurants with innovative tools to help maintain and build customer traffic in favorable or challenging times. To support this new sales and distribution endeavor, 7G Loyalty will provide customer support to augment BBA's anticipated expansion of the Red Carpet Alliance customer base.

According to Stuart Graham, Vice President of Sales and Marketing, "BBA will provide the sales engine and merchant access that is necessary in order to effectively launch this timely business solution. The Red Carpet Alliance system provides local merchants an affordable opportunity to compete with large chain restaurants and big box retailers from a loyalty, marketing and CRM perspective." "This strategic partnership best leverages the core competencies of each organization, and will allow the unique Red Carpet Alliance System to gain First Mover Advantage in the marketplace," added E. Read Clarke, BBA's President & CEO.

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 system that uses a registered card platform and provides targeted customer acquisition in conjunction with a promotional gift card, data collection, data management assistance and customer communication.

About Business Builder Alliance, Inc.

Business Builder Alliance, Inc. is a sales and marketing company focused on innovative technology-based products and services that help businesses across the country with customer acquisition and retention.

Additional information can be obtained at www.businessbuilderalliance.com.

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.

More information about the company, including its filings can be found at 7GInc.com.
<http://www.7GInc.com>

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