



NEWS RELEASE

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FOR IMMEDIATE RELEASE

TRANSWORLD BENEFITS INTERNATIONAL INC. ENTERS LOYALTY AND REWARDS MARKETPLACE WITH ACQUISITION OF GRAHAM COMPANIES

- Acquisition Becomes Foundation for New 7G Loyalty Group**
- Company Hires Stuart Graham to Oversee Loyalty Business**

NEWPORT BEACH, Calif. / NOVEMBER 18, 2008 / Business Wire / TransWorld Benefits International Inc., (TBII.PK) now doing business as 7G Companies, has acquired the assets and operations of the Graham group of companies, an emerging market leader in the rapidly growing loyalty/rewards industry. The Graham companies were the creation of Stuart Graham, a well known leader and pioneer in the loyalty and rewards industry and author of the soon to be published book "The Loyalty Myth."

The assets were acquired for cash, a note and TBII stock that will be conveyed after the company's Proxy Statement has been accepted by the Securities and Exchange Commission. One of the terms of the acquisition was the acquisition by TBII's chairman, CEO and majority shareholder, Charles Seven, of the debt of the operating company as well as any legal liabilities, which potentially totaled more than \$3 million. This transaction by Mr. Seven and the company, together with additional legal, financial and regulatory steps currently underway, have been taken to help clean up the company's balance sheet, recapitalize and create value for shareholders by making strategic acquisitions in growth oriented businesses.

Graham companies' assets purchased include Checkmate Rewards™, a patented program that contains offers from merchants in a checkbook format that is used as a premium item for businesses or as a fundraiser for nonprofits. Mr. Graham has developed a number of loyalty programs, including a discounted online gift certificate program that allows consumers to choose from hundreds of merchants in a participating city, purchase and print online gift certificates for those merchants at an average discount of up to 50 percent. In addition, Mr. Graham developed the Red Carpet Alliance a customized, turnkey, fee based, customer relationship,

loyalty and marketing program designed to help restaurants, merchants and service providers develop their businesses and increase profitability. The program 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.

In connection with its acquisition of the Graham companies, the company has hired Stuart Graham to head its sales and marketing efforts. Mr. Graham was the founder and CEO of "a la Carte International LLC.," one of the nation's most successful providers of loyalty programs in the media industry. He will oversee merchant acquisition and development of all loyalty programs. "Stuart is an exceptional talent within the loyalty industry. His leadership, contacts and product development savvy give our new 7G Loyalty Group an immediate value proposition advantage and lets us enter an advanced, virtually uncontested market space." said CEO Charles Seven." Stuart Graham stated, "I look forward to helping create value for our shareholders and feel that we are uniquely positioned to offer customer loyalty solutions that will drive consumers to merchants in these uncertain economic times," said Stuart Graham." He added, "Our timing as a loyalty company could not be better."

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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