



NEWS RELEASE

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FOR IMMEDIATE RELEASE

TRANSWORLD BENEFITS INTERNATIONAL INC. LAUNCHES INNOVATIVE SMALL BUSINESS LOYALTY PROGRAM RED CARPET ALLIANCE™

NEWPORT BEACH, Calif. / December 2, 2008 / Business Wire / TransWorld Benefits International Inc., (TBII.PK) now doing business as 7G Companies, announced the launch of the Red Carpet Alliance program by the Company's Loyalty division, 7G Loyalty. Red Carpet Alliance program is a patent pending closed loop, fee based, customer relationship, loyalty and marketing program. Red Carpet helps restaurants, retail merchants and service providers develop their business and increase profitability. Utilizing a registered card platform to drive the Red Carpet loyalty program, allows restaurants, retail merchants and their customers to easily participate. The program provides targeted customer acquisition in conjunction with a promotional gift card, data collection and data management assistance. The final component employs an automated customized e-Newsletter that allows the business to communicate with its customers who participate in their loyalty program. "We are very excited about the launch of our Red Carpet Alliance program. Not only does it provide small stand-alone businesses the opportunity to offer a loyalty rewards program to its customers, it also drives customer traffic on a monthly basis to those participating restaurants and merchants" said CEO Charles Seven.

The Red Carpet Alliance program has been undergoing beta testing over the last several months with excellent results. 7G expects to begin full scale marketing in early February to restaurants and main street merchants. "Restaurants in particular are suffering, seeing an average decline in business in excess of 30% and the migration of their regular customers opting for enhanced value elsewhere." said Stuart Graham, Vice President of Sales and Marketing. He went on to say. "During tough economic times, businesses need to gauge the effectiveness of their marketing dollars by

implementing a targeted approach that will speak to new customers while rewarding their existing regular customers.”

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 can be found at 7GInc.com.
<http://www.7GInc.com>

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