



NEWS RELEASE

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FOR IMMEDIATE RELEASE

**TRANSWORLD BENEFITS INTERNATIONAL INC.
SELECTS BUSINESS BUILDER ALLIANCE TO MARKET
RED CARPET ALLIANCE LOYALTY AND REWARDS PROGRAM**

NEWPORT BEACH, Calif. / Thursday, December 11, 2008 / 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, is pleased to announce that a tentative agreement has been reached between 7G Companies (www.7GInc.com), Loyalty Division and Business Builder Alliance Inc. (www.BusinessBuilderAlliance.com) and expects to finalize this strategic relationship in December 2008. Business Builder Alliance Inc. is a marketing and sales organization that provides loyalty, data management and communications systems to a variety of small and mid-sized merchants. The strategic move has the two companies engaged in a collaborative initiative, working together to integrate their respective expertise involving customer loyalty and CRM technologies. The overall goal of the collaboration is to deliver effective solutions to merchants through 7G's Red Carpet Alliance loyalty and rewards program that will enhance customer traffic and sales during challenging economic times.

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 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.

Charles Seven, President and CEO of 7G Companies stated: "The collaboration of 7G Companies with Business Builder Alliance will now provide the necessary sales force to deliver the Red Carpet Alliance program to Main Street merchants more quickly and effectively than a captive sales force.

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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