

**eFUEL EFN, Corp. announces a Marketing and Advertising campaign for [www.BackgroundAnswers.com](http://www.BackgroundAnswers.com) through Viamedia Broadband Advertising, Partner for Verizon FIOS.**

Tampa, Fla. – January 28, 2010 (GLOBE NEWSWIRE) – eFUEL EFN, Corp. (Pink Sheets: EFLN) is pleased to announce a Marketing and Advertising campaign for [www.BackgroundAnswers.com](http://www.BackgroundAnswers.com) through Viamedia Advertising Partner for Verizon FIOS to broadcast not less than two thousand two hundred forty-four (2244) 30 second Commercials, over a six month period on the following Networks/shows: Bravo/The Millionaire Matchmaker and various other shows. TBS/Friends, Seinfeld, The Office. E!/ Chelsey Lately, Daily 10, and various other shows. TLC/Say Yes to the Dress, What Not to Wear. MSNBC/Campbell Brown, Larry King, News, Hardball. Lifetime Movie Net/Movies. Soapnet/Beverly Hills 90210, The OC. CNN Headline (HLN), will begin broadcasting February 1, 2010.

<http://www.BackgroundAnswers.com> provides Instant background checks and identity verification solutions for commercial as well as retail customers. We invite you to visit our website to make sure you know who is watching your children, who you are hiring, or if there is anything that you may need to know about the person you are dating.

About eFUEL EFN, Corp.:

eFUEL EFN, Corp., ("eFUEL") is a publicly traded company listed on Pink Sheets under the symbol EFLN. eFUEL is an internet services company offering a wide variety of products including but not limited to background screening and verification sites, including <http://www.ValiMate.com>, <http://www.VeritasID.com>, and <http://www.FastandEasyID.com>, and also <http://www.VerifiAmerica.com>, on-line dating sites <http://www.outRAGEousEncounters.com> and <http://www.PositiveLove.com>, and recently launched a new service called Easy ID, the fastest, easiest ID verification available on the internet. This product will be offered to all new members who purchase any <http://www.eFUELstore.com> service. Simply enter a person's full name and birthday and the background information will be provided. This service is also available at the company's main site <http://www.eFUELstore.com> or <http://www.ValiMate.com>.

For additional Product information, go to our corporate site at <http://www.eFUELcorp.com>

Safe Harbor Statement: Certain Statements in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company's ability to attract and retain key personnel.