

eFUEL EFN, Corp. Expands its reach into the \$400 Billion Government Market Sector

Tampa, Fla. – August 5, 2010 (GLOBE NEWSWIRE) – eFUEL EFN, Corp. (Pink Sheets: EFLN) is pleased to announce that the Company has entered into an agreement with Leading Points Corporation to represent its products, services and initiatives to various government and military agencies. Leading Points will expand the effectiveness of eFUEL's business by developing and implementing key marketing and sales strategies' with relation to a dynamic market which, according to TargetGov.com, spends over \$400 billion every year.

As part of this agreement, Leading Points Corporation will also assist eFUEL EFN, Corp to perform a number of services, to include developing national brand and licensing opportunities for its family of products. The agreement will allow eFUEL EFN, Corp. to immediately expand the operational reach of the company to sell to the federal government, acquire government contracts and GSA schedules, develop critical procurement contacts and connect with decision makers within the government and the contracting communities.

Coupled with this key relationship, the Company is please to announce that the eFUEL iPhone Apps "Background Checker and "ValiMate", the Instant National Criminal Search apps have been downloaded over thirty thousand (30,000) times during the last 90 days. ValiMate is the only app that provides a method for you to take a picture of the person on whom you are checking and send it to a 'safety' email address-along with the person's name and other identifying information.

As stated in the company's previous release, eFUEL Management is working to bring its Pink Sheets status "current" by retaining an accounting firm qualified to perform the necessary requirements. The details of the firm and its scope of work are being drafted for release.

About Leading Points Corporation: www.leadingpoints.com

Leading Points Corporation, founded in 2004, specializes in marketing to the military market. They are considered the experts in matters of securing placement of their clients' products in the military exchange store distribution channel as well as special promotions to the military community. The company is headquartered in Centennial, Colorado. www.leadingpoints.com

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 www.ValiMate.com, www.VeritasID.com, and www.FastandEasyID.com, www.BackgroundAnswers.com and also www.VerifiAmerica.com, on-line dating sites www.outRAGEousEncounters.com and 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 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 www.eFUELstore.com or www.ValiMate.com. For additional Product information, go to our corporate site at 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. 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.

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