

**NEWS RELEASE:**

Business.vn, Inc.  
9449 Balboa Ave, Suite 103  
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San Diego, California January 28, 2008

**Business.vn, Inc. Announces Appointment of New Member to its Strategic Advisory Board**

Business.vn, Inc. (OTC BB – BVNI), a Nevada corporation, an e-commerce, travel, tourism and marketing company focusing on the Vietnamese market, announced today that Mr. Andrew Gordon Matthews has joined its Strategic Advisory Board.

Mr. Matthews received his education in the United Kingdom at Granville College – Sheffield, and began his career at Sun Life of Canada in the early 1980's. In the early 1990's, Mr. Matthews relocated to the United States to work with EP Telecom in Los Angeles. Mr. Matthews owned and operated a successful company US 800 NY that marketed pre-paid and promotional phone cards, a new concept in the United States at the time. He was responsible for opening and managing offices in five states, increasing profitability and overseeing a staff of 70 employees. Mr. Matthews was also responsible for negotiating and initiating co-location agreements, for sales of Lucent and Siemens telecom equipment and related software, and has developed partnerships for early international V.O.I.P. routes.

Sheldon Silverman, CEO stated that “Mr. Matthews will be an excellent addition to our team representing Business.vn as our European liaison, and will be of invaluable assistance to the company in targeting the European market for future partners, affiliates, and investors.”

About the Company:

Business.vn, Inc. is a leading edge e-commerce travel, tourism and marketing company focusing on the Vietnamese market. The company markets Hotels.vn and maintains a comprehensive and growing database of 300,000 Vietnamese businesses for e-commerce, import /export and promotion.

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Safe Harbor Statement:

This news release may include forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange of 1934, as

amended, with respect to achieving corporate objectives, developing additional project interests, the Company's analysis of opportunities in the acquisition and development of various project interests and certain other matters. These statements are made under the 'safe harbor' provisions of the United States Private Securities Litigation Reform Act of 1995 and involve risks and uncertainties which could cause actual results to differ materially from those in the forward-looking statements herein effective today.