

EFactor Group's ELEQT Launches "Pearls of the World" Benefit Program to Provide Entrepreneurs Unique Access to Exclusive Resorts Worldwide

NEW YORK, NY / July 30, 2015 / EFactor Group Corp. (OTCQB; [EFCTD](#)) ("EFactor Group" or the "Company"), the premier business network for entrepreneurs designed to provide a variety of tools and business services to help drive business success, today announced its wholly owned subsidiary ELEQT has launched the "Pearls of the World" benefit program throughout the Company's 1.9 million member Social Network division.

Through the "Pearls of the World" ELEQT members can gain access to and benefits from some of the most exclusive luxury hotels. The initial launch features 14 leading and exclusive resorts worldwide. A selection of the resorts include 'North Island' in the Seychelles, 'Necker Island' in the Virgin Islands and 'Viceroy Bali', Indonesia. Each resort will be profiled on ELEQT.com and offer various benefits to the members of ELEQT. Membership to ELEQT is available to all EFactor members as a premium service.

ELEQT has built an extensive member-based network of successful, high net worth business leaders and entrepreneurs to connect with each other, attend and network at events in participation with companies such as Maserati, Intercontinental Hotels and Emirates Airlines. Through ELEQT's network members can discover access and offers targeting their business, lifestyle and demographic. ELEQT is a member of the Quintessentially Group.

"We have positioned ELEQT to provide ELEQT and EFactor Group members with the opportunity for a premium membership experience," began Ruud Smeets, President of Social Networks for EFactor Group. "Through a combination of exclusive offers, access to premium locations, and the presentation of services and products which are not mass-marketed, we have accelerated membership growth and following. ELEQT members are a unique and highly sought after marketing demographic so we design valuable programs like "Pearls of the World" to offer them the VIP attention they deserve. Through these programs we attract luxury brands and service providers seeking access to our members through corporate memberships. Successful business people and entrepreneurs have worked hard and ELEQT offers them the benefits to both drive and enjoy their continued success."

EFactor Group's Social Network division includes members of EFactor.com, ELEQT, Group Card and Member Digital, all targeted social communities that provide platforms for members to engage, research, and enable business and lifestyle services and products selected for their members. ELEQT's revenues from its sponsorship programs with its clientele are recorded under EFactor Group's Social Network division. For the year ended December 31, 2014 EFactor Group's revenues for the Company's Social Network division increased 10x versus the same period, 2013.

PEARLS OF THE WORLD

THE 10 MOST EXOTIC AND LUXURIOUS HOLIDAY DESTINATIONS ARE PROMOTED IN OUR 'PEARLS OF THE WORLD' SECTION. SELECTED HOTELS CAN BE INCLUDED.

Pearl Definition:
a precious thing; the finest example of something.



Our 'Pearls of the World' section lists the finest resorts on the globe. These partners can include a full screen video and are ELEQT's first recommendations for their specific region.

Join resorts like:

ST. REGIS
NIYAMA
NORTH ISLAND
NECKER ISLAND

About EFactor Group Corp.

EFactor Group Corp. is the premier business network for entrepreneurs designed to provide a variety of tools and business services to help drive business success. Through its wholly owned business services subsidiaries, EFactor Group provides its growing entrepreneurial community of over 1.9 million members with social networking and education, entrepreneur-focused business services, and financing opportunities including crowd funding. A proprietary selection and matching algorithm to offer specific content and resources tailored to each entrepreneur's unique business needs. With members in every country in all 196 countries in the world across 240 industry groups, EFactor Group has built the only comprehensive entrepreneurial community that serves as a source of inspiration and ideas on platform that also consolidates essential services to foster business growth.

EFactor Group's operations are categorized by the following Business Divisions: 1. Social Networking, 2. Business Services and, 3. Funding options. For more information about EFactor Group Corp. (EFCT) please visit: <http://efactorgroup.com>. Or see our company video here: <http://ir.efactorgroup.com/videos/view/4/efactor-video>.

The EFactor.com Value – The Entrepreneurs Wingman

EFactor hosts a social network designed to support you as your business grows, along every step of your journey. We'll be there to congratulate you every time you win and will coach and inspire you whenever you feel frustrated by setbacks. You can count on us to connect you with the right people for you and your company and offer you the resources and talent that will help you succeed. We are highly motivated everyday people who genuinely care about our team and customers. We cheer each other on and have each other's back. We get to see our ideas come to life every single day. We're entrepreneurs, contributing our expertise to the community.

For more information or to become a member of EFactor, please visit: www.efactor.com.

Cautionary Note on Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of the safe harbor provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are not statements of historical fact and often contain words such as "may," "will," "expect," "believe," "anticipate," "plan," "estimate," "seek," "could," "should," "intend," "potential," or words of similar meaning. Forward-looking statements are based on management's current expectations, beliefs, assumptions and estimates regarding our company, industry, economic conditions, government regulations, energy policies and other factors. These statements are subject to significant risks, uncertainties, and assumptions that are difficult to predict and could cause actual results to differ materially and adversely from those expressed or implied in the forward-looking statements. These risks include risk factors described from time to time in the reports and registration statements we file with the Securities and Exchange Commission, including those in our most recent Form 10-K and any updates thereto in our Forms 10-Q. There may be other risks and uncertainties that are not currently known to us or that we currently believe are not material. We make forward-looking statements based on currently available information, and we assume no obligation to, and expressly disclaim any obligation to, update or revise publicly any forward-looking statements made in this release, whether as a result of new information, future events or otherwise, except as required by law.

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