EFactor Group's Social Network Division Launches Fan-Funding Program to Support Youth Sports & Culture

GROUPCARD BV, an EFactor Group Social Network Company, Engaged by City of Amstelveen to Foster Youth Sports and Support by Local Businesses; GroupCard BV Crests 130,000 Social Network Members Year to Date

NEW YORK, NY / ACCESSWIRE / May 27, 2015 / EFactor Group Corp. (OTCQB: EFCT) ("EFactor" or "the Company" or the "Group"), the owner of a group of entrepreneur-focused service companies including EFactor.com, a global social network providing content and resources for entrepreneurs and small-business owners, today announced that one of the Group's Social Network division businesses, GROUPCARD BV, launched a unique, "fan-funding" program designed to encourage youth participation in sports and culture supported by dozens of businesses in Amstelveen, The Netherlands. The program is targeting more than 12,000 youth between the ages of 12 and 14 and will include the sponsorship and participation of approximately 75 businesses and organizations.

GROUPCARD's "fan-funding" services connects local businesses to supporters and fans for a club, team, sports figure, or organization by allowing holders of one of GROUPCARD's uniquely branded Fancards(TM) the ability to obtain discounts, premiums, and other customer loyalty benefits from local businesses who sponsor Fancard(TM) programs. The program is marketed through dedicated social networks of each Fancard(TM) program connecting the websites and networks of the businesses sponsoring the program. Business owners benefit from added traffic and demand for their products and services through sponsoring Groupcard and FanCard(TM) programs.

"Leveraging social networks is a fast and effective way to initiate marketing programs for organizations and businesses," began John Keunen, President of GROUPCARD BV and creator of Fancard(TM). "As any business owner will attest, nothing is more powerful than a referral, and social networks are nearly 100% referral-based marketing. In addition to this natural strength of social network marketing, the costs of developing a following is far less expensive that more traditional marketing endeavors such as advertising and print promotion. Our Fancard(TM) program provides organizations with the tools to easily reach out to prospective followers and create a level of loyalty that often times takes years to accomplish," Keunen concluded.

Through April 30, 2015 GROUPCARD BV had more than 130,000 members of Groupcard and Fancard(TM) programs. GROUPCARD BV currently maintains a roster of
approximately 90 clients including organizations, clubs, teams and local sports personalities connected to 3,000 plus businesses who sponsor Groupcard and Fancard(TM) programs.

About GROUPCARD BV - An EFactor Group Corp. Company

GROUPCARD BV is a marketing and communication firm founded in 2010 with the goal of helping local sporting clubs and associations create additional revenue streams. Leveraging strong connections and following between local sporting clubs and the sponsors who support such teams, GROUPCARD encourages fan spending and loyalty of select and participating sponsors. GROUPCARD is activating these communities via websites, e-mail marketing, apps, posters, flyers and in-store advertising and then compensating local clubs for the frequency of Groupcard use.

About EFactor Group Corp.

EFactor Group Corp. (OTCQB: EFCT) specifically aims at helping entrepreneurs build a better business. The EFactor network applies its proprietary selection and matching algorithm to offer specific content and resources designed to help Entrepreneurs grow their businesses. The EFactor network of over 1.5 million like-minded Entrepreneurs is there to congratulate your every win, and to coach and inspire you whenever you feel frustrated by setbacks. You can count on us to connect you with the right people for your company and offer the tools, talent and resources that will help you succeed.

EFactor.com has over 1.5 million members in 26 territories and 196 countries across 240 industries. It is incorporated in Nevada and headquartered in New York. For more information, visit http://www.efactor.com.

EFactor Group Corp. also has a portfolio of companies to assist Entrepreneurs based on their daily requirements - classified as our three divisions: 1. Social Networking, 2. Business Services, 3. Funding. For more information about EFactor Group Corp. (OTCQB: EFCT) please visit: http://efactorgroup.com.

The EFactor.com Value – The Entrepreneurs Wingman

EFactor.com is 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.

See our Company Video here: http://ir.efactorgroup.com/videos/view/4/efactor-video

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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