DALLAS, TX, Jan 31, 2011 -- Artfest International, Inc. (OTCQB: ARTS) (OTCBB: ARTS) announced today that the Company's common shares are now being traded on the OTCQB(TM) electronic quotation and trading system under the ticker symbol ARTS: http://www.otcmarkets.com/stock/ARTS/quote . Shareholders are not required to take any action as a result of the addition of the Company's securities to the OTCQB(TM).

The OTCQB(TM) marketplace was created in 2010 by Pink OTC Markets Inc. as the middle tier of the OTC market to better distinguish OTC-traded companies that are registered and reporting with U.S. regulators from companies with securities that are only quoted on the Pink Sheets. Pink OTC Markets makes Real-Time Level 2 market maker quotations for all OTCQB securities available to investors on www.otcmarkets.com .

Pink OTC Markets Inc. operates the leading electronic interdealer quotation and trading system and facilitates trading in over 9,000 securities not listed on a U.S. stock exchange. Pink OTC Markets segments these securities into three tiers: the quality-controlled OTCQX marketplace, the U.S. registered and reporting OTCQB marketplace, and the Pink Sheets marketplace. For more information on the OTC Market Tiers, see: http://www.otcmarkets.com/learn/otc-market-tiers .

The Company's securities are not currently being quoted by any market maker on the OTC Bulletin Board operated by Financial Regulatory Authority, Inc. (FINRA). The OTCBB(TM) is a quotation service for FINRA market makers and not an issuer listing service or securities market.

The OTCQB(TM) and the OTCBB(TM) are competing inter-dealer quotation systems. Although the securities of some companies are still quoted on both systems, there has recently been a substantial migration of trading volume from the OTCBB(TM) to the OTCQB(TM) for technology, cost, and service reasons. The OTCQB(TM) is widely viewed as superior to the OTCBB(TM) by market makers and issuers because the OTCBB(TM) does not support electronic trading and does not offer issuer services to its quoted companies.

The management of Artfest International would like to invite all shareholders to join in a celebration at company's Starfest Maximedia Studios in Dallas, Texas. The three day

Championship Weekend celebration to honor the women's football players will feature sports and entertainment celebrities, live concerts and meet and greet opportunities. The tickets are available at www.starfesttickets.com and will feature a Sunday Championship Weekend watching party

Artfest International, Inc.

Artfest International, Inc. brings together artists, investors, decorators, designers, private collectors and art galleries. Artfest International's corporate site is www.artfestinternational.com .

Forward-Looking Statements

This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements contained in this release that are not historical facts may be deemed to be forward-looking statements. Investors are cautioned that forward-looking statements are inherently uncertain. Actual performance and results may differ materially from that projected or suggested herein due to certain risks and uncertainties including, without limitation, ability to obtain financing and regulatory and shareholder approvals for anticipated actions. Such statements are based on management's current expectations and are subject to certain factors, risks and uncertainties that may cause actual results, events and performance to differ materially from those referred to or implied by such statements. In addition, actual or future results may differ materially from those anticipated depending on a variety of factors, including continued maintenance of favorable license arrangements, success of market research identifying new product opportunities, successful introduction of new products, continued product innovation, sales and earnings growth, ability to attract and retain key personnel, and general economic conditions affecting consumer spending. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Artfest does not intend to update any of the forward-looking statements after the date of this release to conform these statements to actual results or to changes in its expectations, except as may be required by law.

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