



VALUCAP SELLS A PORTION OF ITS STAKE IN 80/20 SOLUTIONS INC.

Toronto, Ontario – August 3rd, 2011 Valucap Investments Inc. (TSX-V: V) (“**Valucap**”) approved the sale of its holdings in 80/20 Solutions Inc. to a private investor. The deal consists of an initial cash payment of \$415,000 for 32% of Valucap’s holdings and the issuance a one year Option allowing the private investor to acquire the balance of Valucap’s holdings for an additional \$885,000 plus certain specified costs.

This deal is subject to approval by the 80/20 Solutions Inc. shareholders pursuant to the Unanimous Shareholders Agreement.

“We believe this transaction to be beneficial to our shareholders as it helps support of our continued broadening of the portfolio to mitigate risk,” said Jeffrey Watts, President and Chief Executive Officer of Valucap.

About 80/20 Solutions

80/20 Solutions is Software-as-a-Service company in the engagement marketing platform marketplace. The company has developed a patent-pending web-based engagement marketing software that empowers non-technical marketers to cost-efficiently manage and optimize one-to-one database marketing campaigns from end-to-end, resulting in real-time targeted offers and communications that lead directly to more profitable customer relationships. 80/20 Solutions has helped industry leading companies improve their customer lifetime value by empowering them with a central marketing platform, best practices and supporting services.

About Valucap

Valucap is an investment issuer and is interested in making investments in emerging technologies and markets. Valucap intends to become a leading small cap Canadian equity company that specializes in investing in commercialized and undercapitalized companies that have high growth potential. Specifically, Valucap seeks to generate above average investment returns on its capital by providing “transaction driven” growth capital to micro and small cap companies which operate within preferred industry sector classifications. The common shares of Valucap are currently listed on the TSX Venture Exchange.

For additional information please contact Valucap Investments Inc.:

Jeffrey S. Watts
President and Chief Executive Officer
Tel: 1 (416) 364-2591
Email: jwatts@valucap.ca

This press release includes certain "Forward-Looking Statements." All statements, other than statements of historical fact, included herein, including without limitation, statements regarding future plans and objectives of Valucap and the future plans, objectives and actions of the companies in which it invests, are forward-looking statements that involve various risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.