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## **Arriva Card Partners with Striker VIP to Offer Exclusive Las Vegas Luxury Travel Services to Cardholders**

*Premier Five-Star Las Vegas Concierge to Provide Arriva Cardholders with Access to Shows, Dining, Accommodations, Events*

**LAS VEGAS, NV, July 24, 2007** – **Arriva Card**, Inc., a wholly owned subsidiary of Global Cash Access Holdings, Inc. (NYSE: GCA) and the first credit card designed specifically for use in casinos, has entered into a joint marketing agreement with Striker VIP, Inc., a Las Vegas concierge and event services provider, to offer luxury concierge services to Arriva cardholders.

The services will include transportation, accommodations, dining, and daytime and evening entertainment, including VIP event access, golf outings, spa services, shopping excursions and tours of the Las Vegas region.

"We're thrilled to partner with **Arriva Card** to provide exclusive concierge services to its cardholders," said Steven Striker, founder and CEO of Striker VIP, Inc. "Our Las Vegas luxury concierge services are a compelling complement for Arriva patrons who enjoy upscale entertainment and are accustomed to a high standard of service."

Todd Smith, senior vice president of marketing at **Arriva Card**, Inc., added, "The terms that **Arriva Card** offers to responsible casino cash advance customers are more favorable than what they'd get with typical credit cards. Our arrangement with Striker VIP, Inc. provides an added benefit – one we hope will encourage more people to apply for and use the Card and discover for themselves the benefits of being an Arriva customer."

Striker VIP's five-star concierge service will be available to Arriva cardholders both via toll-free telephone at 866-386-4650, and online at [www.arrivacard.com/arrivavip](http://www.arrivacard.com/arrivavip).

**Arriva Card** is a product of Arriva Card, Inc., a wholly owned subsidiary of Global Cash Access Holdings, Inc. (NYSE: GCA). CIT Bank is the issuer of the card, and Arriva Card, Inc. is the administrator and servicer of **Arriva Card** accounts. The **Arriva Card** can be used in the 800-plus casino locations in the U.S. and Caribbean that are GCA customers.

### **About Global Cash Access, Inc.**

Global Cash Access, Inc., a wholly owned subsidiary of Global Cash Access Holdings, Inc. (NYSE: GCA), is the world's leading provider of cash access and related services to the gaming industry. Based in Las Vegas, GCA serves over 1,100 casinos and other clients in the U.S., Canada, Europe, the Caribbean and Asia. With a singular focus on the worldwide casino industry, GCA provides proprietary

technology that helps responsible patrons access cash via ATM, debit card, check cashing and credit card cash advance transactions for their gaming entertainment. GCA also provides services that enhance casino marketing initiatives and credit management through its wholly owned subsidiary Central Credit, LLC, a credit decision-making tool that uses proprietary credit bureau databases. GCA is recognized with numerous gaming industry awards for developing technologies and services that enhance casino profitability and customer loyalty. [www.globalcashaccess.com](http://www.globalcashaccess.com).

### **About Striker VIP**

Founded in 2003 and certified by the Las Vegas Convention and Visitors Authority, Striker VIP, Inc. is a Las Vegas host, concierge, and event service provider. The company is owned and operated by Steven Striker, a dynamic personality who is often called the "Ultimate Vegas Insider." Striker VIP leverages its elite status to craft and execute five-star Las Vegas vacation packages for upscale consumers, celebrities, sports icons and business entities. Striker VIP's clients enjoy "white glove" service while under the company's care. The company, which is headquartered in Las Vegas and maintains an international operations branch in Calgary, Canada, is a member in good standing with the National Concierge Association and can be reached through its Web site at [www.StrikerVIP.com](http://www.StrikerVIP.com).

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