



702-895-8426
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www.StrikerVIP.com

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YOU'VE GOT QUESTIONS. WE'VE GOT ANSWERS.

Exactly who is "Striker?"

Steven Striker is the Founder, President, CEO and "face" of Striker VIP, a Nevada company that provides Five-Star, Red Carpet, Front-of-the-Line VIP services to those seeking the ultimate Las Vegas experience. A marketing and promotions veteran and seasoned entrepreneur, Striker leverages his shrewd business development skills, genuine and affable personality and his extensive network of contacts to ensure each and every one of his clients receive nothing less than celebrity treatment while under his watch.

His gift of gab and vivacious personality have helped Striker garner extraordinary relationships with Las Vegas business people from the Casino executives to the cleaning crews – and everyone in between. Striker VIP clients benefit from the company's long-term, well-established personal relationships with Five-Star hotel managers & concierges, restaurant owners & Maitre D's, VIP ticket service providers, transportation purveyors, spas, golf clubs, and any other type of travel and entertainment-related good or service.

Why does Striker often wear a suit while about town, day or night?

Steven Striker's personal image is inexorably tied to the company at large, and both want to exude an air of professionalism, elegance and class to set the proper tone for the brand. Striker takes great pride in his look and the respect it garners him - his suits are all custom-made, and none cost less than \$3,000. He also has fine cigars - and a smile - handy for customers and acquaintances at all times. Although dressed to the nines, Striker is as down-to-earth as they come. He's the unofficial ambassador of Las Vegas!

What is the mission of Striker VIP?

Striker VIP seeks to provide luxury lifestyle consumers with a spectacular "experience" and "feeling" that exceeds all expectations while visiting Las Vegas, which is accomplished through personalized, quick, easy and exclusive access to premium goods and services.

How would you define Las Vegas' "in" and "out" crowds?

It's no secret that Las Vegas is a "click" town – it's all about who you know. Simply put, if you're not on the inside track, you're out! "Insiders" are in the finest restaurant eating lobster and drinking cognac..."outsiders" are outside in the rain watching them through the window. "Insiders" walk right past the long line into the club, duck the velvet rope, are greeted with open arms and are personally escorted directly to the VIP section where a bottle of the finest pre-chilled champagne awaits..."outsiders" will languish in the lines to get in (if they get in at all), fight their way to the bar to get a drink and receive questionable treatment all the while.

However, it *is* possible for those on the "outside" to get what they want in Vegas...with the right connection. That's where Striker VIP comes in – clients simply lay out their vision and preferences for their stay in Las Vegas - what they want to do, what kind of food and drinks they like, what places, events and general activities are of interest, and how many people will be in the party - and the company will take care of ALL the rest...and then some. Striker VIP ensures its client's every whim is lavishly catered to.



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Why is a service like Striker VIP needed?

Upwards of 40 million visitors per year come to Las Vegas. Inevitably, upon their arrival they find that the best - and even the mediocre - shows are sold out, their preferred restaurants spas and golf courses are already booked, and the nightclubs are nearly impossible to get into. Headaches and hassles abound when simply trying to get a taxi or car service to get from point A to point B. And, when there is a convention in town with a full 162+ such events already booked for 2007, all of these problems are compounded. Not only does Striker VIP assure its clients deal with NONE of these difficulties, it does so with a lavish, Five-Star touch that makes the client feel like the most important person in town.

What sets Striker VIP apart from other Las Vegas-area, or national, VIP service providers?

With Las Vegas' astounding growth in tourism, making it the undisputed "Entertainment Capital of the World," came a seemingly overnight feeding frenzy of so-called VIP Concierge services hoping for a stake in the proverbial "Gold Rush." As little as five years ago there were as few as eight independent, reputable VIP service companies. Today, there are nearly 100 independent "VIP companies" competing in the space, not to mention over 1,200 individuals boldly claiming to be uber-connected VIP hosts when they best they can arrange is limo service. None, neither the companies nor the individuals, have any figureheads or employees with the dynamic personality, reputation, attentiveness and connections as Striker. None.

Hotel property-specific staff members and concierges generally provide a small scope of services, primarily in the realm of dinner reservations. Such hotel-driven services also make every attempt to keep the client within the orbit of its own property, since they haven't forged external relationships to give the client special treatment outside the hotel. This, of course, limits the types of services hotels can provide and the overall level of customer satisfaction, or lack thereof, as is often the case. Hotel properties also have a vested interest in keeping you close, as they want to keep the revenue flowing on their turf.

Try as they may, travel agents and tour packages working through traditional channels can't offer the same level of customization and last minute bookings as can Striker VIP. Understanding this, Striker VIP offers a channel sales affiliate program to travel professionals and those in other applicable industries, which creates a solid and valid revenue opportunity. Travel industry professionals around the globe can now offer their affluent clients expanded Las Vegas-area services and resources. Striker VIP is also a member in good standing of both the American Society of Travel Agents (ASTA) and the Cruise Line International Association (CLIA).

Through what other channels are Striker VIP's services offered?

Striker VIP targets the luxury lifestyle traveler through a variety of vertical channels beyond travel agencies, including event and party planners, trade show coordinators, hotel properties, spa directors, golf resorts, restaurant executives & Maitre D's, corporate travel, human resource, sales and marketing departments, credit card companies, and strategic corporate partnerships ... just to name a few.

Of course, direct to consumer we are marketing our service through the StrikerVIP.com Web site, through print, broadcast and online advertising, on and offline direct marketing, and full-scale national public relations.



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Who is the quintessential Striker VIP client?

Demographics:

- Men ages 25-55
- Reside/Work in Top 25 U.S. Metropolitan Markets
- Average annual household income upwards of \$250,000
- Average total securities \$3MM+
- Household asset value of \$650,000+
- Black & Platinum American Express cardholder status
- College graduate
- Professional and Executive Management-Level Employment Status
- Industries/Sectors:
 - Financial community (bankers, stock brokers, etc)
 - Fortune 500 and 1000 corporate executives

Psychographics:

- Propensity to entertain and be entertained in both a personal and professional context
- Seeks consistently superior quality for a 360-degree luxury lifestyle; Connoisseur of "the finer things in life"
- Seeks exclusivity and uniqueness among products and services utilized
- Seeks a measure of enhanced social status, and a brand's ability to make customer "feel special" across the entire service experience
- Lifestyle indicators:
 - High end luxury traveler; takes at least 3+ business trips per year; takes at least 5 + vacations a year – all primarily within the U.S.
 - During trips to Las Vegas, spends anywhere from \$ 10,000 - \$ 20,000 plus that for gambling
 - Smokes cigars (Davidoff and other top shelf hand-rolled)
 - 90% play golf
 - Drives high-end vehicles (Bentley's, BMWs, Mercedes, Aston Martins, Land Rovers, etc)
 - Most own yachts or boats or like to sail
 - Uses technology in daily life (Blackberry - iPods - PDA's, etc)
 - Drinks top shelf liquor: Cristal Champagne, Opus 1 Wine, Chivas Royal Salute
 - Wears high-end/designer clothes (Armani, Brioni, Prada, Hugo Boss, Zegna)
 - Regularly reads business and financial magazines and newspapers: Fortune, The Robb Report, Maxim, Stuff, Wall St Journal, NY times, Forbes, LA Times, Travel and Leisure, Washington Post
 - Watch fanatics: Cartier, Rolex, Panerai, Blancpain, IWC, Zenith, Piaget etc.

Because 45% of the visiting public will come to gamble, Striker VIP strives to manage each client's ancillary activities around their casino schedule and budget. Many want to gamble, of course, but a vast majority of Striker VIP clients want to also be entertained, experience the nightlife, eat and drink well and have some leisure daytime fun.

What's next for Striker VIP?

There are many things in the works. A television pilot, a clothing and jewelry line, a magazine and book deal, spokesperson deals – the sky's the limit for Striker VIP!