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The “Striker VIP Vegas INSIDER” Monthly Feature Advice Column Launches on TheBachelorGuy.com

*Las Vegas’ Ultimate ‘Insider’ Now Offering Bachelors and their Posse Unique Insights on
How to Do Vegas in Style*

LAS VEGAS, NV, April 10, 2007 – Striker VIP, Inc., among the world’s preeminent five-star Las Vegas host, concierge and event services providers, today announced the launch of a recurring monthly feature advice column coined “The Striker VIP Vegas INSIDER,” penned by the company’s charismatic company figurehead and bona fide living brand Steven “Striker,” to run throughout TheBachelorGuy.com digital news network commencing April, 2007.

Through the editorial alliance, Striker, who is the founder and CEO of Striker VIP, will impart his distinctive insider perspective on what’s “hot and hip on the Vegas strip” for bachelors and bachelor parties visiting the region. Topics will cover a breadth of guy group-friendly products, services and amenities that can make an ordinary Vegas vacation extraordinary, including, but not limited to, nightlife, entertainment, dining, casinos, golf, extreme outdoor adventures, sports books, exotic and luxury transportation, and accommodations, as well as more unconventional topics such as how to navigate Las Vegas’ notorious “politics of exclusion” and “getting past the gatekeepers” for unencumbered access to the best the town has to offer.

Eric Rogell, The Bachelor Guy, notes, “Las Vegas is the quintessential bachelor town, and Striker, with his larger-than-life reputation, powerful connections, extensive Rolodex® and well-established relationships at all levels of the Las Vegas ‘food chain,’ is the ideal field expert to offer our audience specialized advice on how to make the most of their visit. We’re thrilled to have him as a member of our editorial team.”

The Bachelor Guy offers tips to men, along with features of the latest and greatest in gear, food, drink, lifestyle and more on his popular web site, TheBachelorGuy.com, as well as through a national newsstand magazine column and other newspaper and television appearances. The Bachelor Guy is also launching a line of licensed travel products in mid-April, 2007.

Striker VIP creates exciting, extravagant, once-in-a-lifetime Las Vegas experiences for those with discriminating tastes and even higher expectations, for whom the ordinary just won't do. The company expertly engineers 100% custom-tailored vacation packages to meet each of its client's distinct needs, desires and "vision" – nothing is unattainable. As Striker VIP defines the Las Vegas party scene, its clients are guaranteed "insiders" who enjoy direct, easy, VIP-level access to the people, places, goods and services that make Las Vegas the world's most desirable destination for both leisure and business travel.

About Striker VIP

Founded in 2003 and "Vegas Certified" by the Las Vegas Convention and Visitors Authority, Striker VIP, Inc. is among the world's preeminent five-star Las Vegas host, concierge, and event service providers. The Company is owned and operated by its dynamic figurehead and "living brand", Steven Striker, who is widely known as "The Ultimate Vegas Insider." Striker VIP leverages its elite "King of Connections" status to craft and execute unrivaled five-star Las Vegas vacation packages for upscale luxury lifestyle consumers, celebrities, sports icons and business entities. Striker VIP's luxury lifestyle clients walk the proverbial red carpet and receive white glove service wherever they go, with absolutely nothing out of reach while under Striker's care. The company, which is headquartered in Las Vegas and maintains an international operations branch in Calgary, Canada, can be reached through its Web site at www.StrikerVIP.com. Press contact: Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com.

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