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Striker VIP Launches an Array of Five-Star Entertainment Packages Exclusively Available to Arriva Cardholders

*Las Vegas Concierge Service Now Providing Arriva Cardholders with Luxury Entertainment
Services Including VIP Access to Shows, Dining, Accommodations, Events and More*

LAS VEGAS, NV, August 28, 2007 – Striker VIP, Inc. (www.StrikerVIP.com), a Las Vegas concierge and event services provider, today announced that it has finalized an initial series of entertainment packages the company is custom-designing for 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.

As a result of a three-year joint marketing agreement, Striker VIP will offer Arriva Cardholders a suite of exclusive Five-Star VIP Las Vegas travel packages and customized concierge services that encompass all facets of luxury hospitality.

"I've no doubt our Las Vegas luxury concierge services will serve Arriva customers well," said Steven Striker, founder and CEO of Striker VIP, Inc. "This select group of individuals is accustomed to a high standard of service, and we look forward to serving up the best Las Vegas has to offer in a fashion that not only meets, but exceeds, Arriva Cardholders' expectations."

Initial Five-Star offerings include:

- Party Package - Includes limo service, a gourmet dinner, tickets to a show of your choice, and front-of-the-line VIP access at a nightclub.
- Fight Package - Includes VIP seats at the fight and admission to exclusive fight after-party. Also includes limo transport, VIP dinner reservations and preferred seating at powerhouse Vegas steakhouses.
- Rat Pack Dinner and Show - Includes Rat Pack dinner, show and performance.
- Exotic Car Package - Drive a complete collection of the world's finest exotic cars down the Las Vegas Strip. Includes limo transportation to and from the venue, custom road maps and a VIP lunch

break.

- Guy's Night - VIP access to two nightclubs and limo transportation.
- Girl's Night - VIP access to nightclubs.
- Bachelorette Party – Features limo service, tickets to shows and front-of-the-line VIP access to the MOON nightclub.
- Top of the World - Includes a twilight helicopter tour over the Vegas Strip, a champagne toast send off, dinner for two and VIP access at MOON Nightclub.
- Relax and Revive - Includes one of four spa treatments at Mandalay Bay Spa as well as round trip limo transportation, access to Mandalay Bay Spa fitness room and classes and VIP lunch reservations at The Burger Bar in Mandalay Place.
- Golf Package - Play at one of the top resort courses in Las Vegas: Revere's Lexington, Concord, or Badlands course. Includes tee time and VIP lunch reservations as well as limo transportation to and from the course.
- True Love - A romantic evening for two including private limo transportation, dinner at the Eiffel Tower restaurant in The Paris Hotel with VIP seating, complimentary glasses of champagne, and VIP tickets to the Cirque du Soleil "LOVE" show.

Striker VIP's Five-Star concierge service is available to Arriva cardholders both via toll-free telephone at 866-386-4650, and online at 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.

About Striker VIP, Inc.

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.

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