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Striker VIP, Inc. Receives Luxury Travel Award

Las Vegas' Premier Five-Star Concierge Service Receives Luxury Travel Award Recognizing Those Providing 'The Most Exceptional Hospitality Experiences for the World's Most Discerning Travelers'

LAS VEGAS, NV, June 12, 2007 – Striker VIP, Inc. (www.StrikerVIP.com), Las Vegas' premier five-star host, concierge and event service provider, today announced it has been honored with *Luxury Travel Magazine's* distinguished "Luxury Travel Award," which recognizes "industry excellence" among those serving the affluent travel marketplace.

Luxury Travel Award winners include the best of the best hotels, resorts, villas, cruise lines, tour companies and other elite travel purveyors from around the globe. Among this year's 200+ winners are Ian Schrager's Gramercy Park Hotel in New York, J.K. Place hotel in Capri, Italy, and the new Royal Zambezi Lodge in Zambia. Luxury Travel Magazine's hand-picked collection of award-winning hotels and hospitality providers, which is accessible online at www.luxurytravelmagazine.com, is a go-to source for discerning travelers seeking unsurpassed travel experiences.

"Uber-Affluent" spenders are the fastest growing segment in the world — currently worth \$92 trillion in buying power," notes Steven Striker, CEO of Striker VIP, Inc. "By 2008, reports estimate their spending resources will grow to a combined \$154 trillion. Our unique and somewhat unconventional business model has been effective in serving this coveted niche, which not only seeks - but demands, nothing less than royal treatment while they travel. We deliver this and more in spades."

For over a decade Striker VIP has created exciting, 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 designs 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 luxury Las Vegas scene, its clients are guaranteed 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 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. Press contact: Merilee Kern, Kern Communications, 858-577-0206, merilee@kerncommunications.com.

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