



702-895-8426
866-VIVAVIP
info@strikervip.com
www.StrikerVIP.com

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Press Contact:

Merilee Kern, President
Kern Communications
858-577-0206
merilee@kerncommunications.com

Company Contact:

Steven Striker, Founder & CEO
Striker VIP, Inc.
702-895-8426
striker@strikervip.com

Striker VIP, Inc. Named Official Host of the New Jersey Nets Throughout NBA All-Star 2007

Las Vegas' Ultimate 'Insider' to Provide its Unrivaled Brand of Five-Star Concierge Services to the Nets Sports & Entertainment Organization

LAS VEGAS, NV, February 14, 2007 – Striker VIP, Inc., among the world's preeminent five-star Las Vegas host, concierge and event services providers, today announced that it has been named the official host company for the New Jersey Nets, who will be in Las Vegas all this week for the NBA All-Star 2007 Showdown being held February 16-18.

Striker VIP, Inc., which is owned and operated by its charismatic company figurehead and bona fide "living brand" Steven Striker, is providing New Jersey Nets players, executives and other team affiliates with an abundance of off-court "insider action" to ensure their stay is as hassle-free, exciting and luxurious as possible. The premier services Striker VIP is providing to the Nets Sports & Entertainment organization include, but are not limited to, all transportation including private luxury limousines, in-room wine & cheese gift baskets, private security services, assorted private parties at Aquaknox®, TAO® and BOA Steakhouse® - among Las Vegas' hottest establishments, VIP nightclub access and accommodations, and a personal on-site event manager to facilitate each initiative.

Striker notes, "In Las Vegas, it's not what you know, but who you know. Even those with deep pockets find themselves in line right next to someone whose pockets are even deeper. It's not about how much money you have or even your celebrity status....it's about relationships and connections. Striker VIP 'is' that connection, and we'll stop at nothing to ensure the New Jersey Nets organization is served up the best Las Vegas has to offer on a shimmering silver platter."

Striker VIP circumnavigates the city's notorious "politics of exclusion" to create 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.

“Our decision to contract Striker VIP’s services during our stay in Las Vegas was a no-brainer,” said Brett Yormark, president and CEO of Nets Sports & Entertainment. “Steven Striker is dialed in with anyone and everyone who makes this dynamic, intricately networked town tick, and we enjoy being the beneficiaries of those inroads – especially during this event weekend when the town gets especially crazy and booked up. Striker VIP handles all of the details and will ensure we get red carpet treatment wherever we go. Simply put, no one does it better than Striker VIP!”

For over a decade, Striker VIP has cultivated unforgettable Las Vegas experiences for a long list of who’s who celebrities and sports icons, including the likes of Jerry Rice, Terrell Owens, Matt Lauer, Mick Fleetwood, Mark Steines, David Justice, Tom Sizemore, Amani Toomer and Ahman Green, as well as a litany of “A” list individuals and corporate customers. Beyond well-known personalities and affluent luxury lifestyle consumers, Striker VIP’s client list also boasts an array of Fortune 500, 1000 and other key players across multiple industries.

About Striker VIP

Founded in 2003, Striker VIP, Inc. is one of 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. 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. Successfully circumnavigating Las Vegas’ notorious “politics of exclusion,” Striker VIP clients walk the proverbial red carpet and receive white glove service wherever they go, with absolutely nothing out of reach for those who desire top-notch treatment. 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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