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Striker VIP Named to Editorial Post at Elite Travel Newsletter '*ENTREE*'

The 'Ultimate Vegas Insider' Named Luxury Travel News Purveyor's Exclusive Las Vegas Editor

LAS VEGAS, NV, April 24, 2007 – Striker VIP, Inc. (www.StrikerVIP.com), among the world's preeminent five-star Las Vegas host, concierge and event service providers, today announced it has inked an exclusive promotional and editorial agreement with *ENTREE* (<http://www.entreenews.com>), a leading travel publication serving affluent consumers seeking elite travel goods, services and amenities.

Through the deal, Striker VIP's dynamic figurehead, Steven Striker, who is widely known as the "Ultimate Las Vegas Insider," has been named *ENTREE*'s Las Vegas editor to contribute region-specific "insider" news to the publication on a formalized, regular basis. As part of the agreement, Striker VIP has also been named *ENTREE*'s exclusive Las Vegas elite concierge service provider.

William Tomicki, editor and publisher of *ENTREE* notes, "I'm very excited about this partnership, as no one can articulate topics related to luxury Las Vegas as a travel destination better than Striker. Our readers will undoubtedly benefit from his exciting, interesting and informative commentary on what Vegas can offer those seeking luxury Vegas 'experiences' far beyond gaming. As someone who plays a significant role in defining the Las Vegas nightlife scene for the luxury lifestyle consumer, Striker is a valuable asset to our news network and we're thrilled to have him officially on board."

Published out of Santa Barbara, California, *ENTREE* - considered the ultimate insider newsletter to the world - was founded in 1981 and currently boasts 12,000 subscribers in the "uber-affluent" market sector currently worth \$92 trillion in buying power. Several of the world's premier luxury hotels, including The Pierre in New York and Hotel Bel-Air in Los Angeles, place *ENTREE* in guest rooms.

Tomicki, a former vice president of both Tiffany & Co. and Sotheby's, continues regarding Striker, "Here is a gentleman I admire greatly, who is every bit as uncompromising as I am and not only has the insider knowledge we and our readers demand, but can also execute with perfection. This is a perfect match that will give our readers an added edge and insight for their travels into Las Vegas."

Striker VIP creates 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.

Annual subscription information for *ENTREE* can be found online at the outlet's Web site located at <http://www.entreenews.com> or by calling (805) 969-5848.

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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