



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

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## FOR IMMEDIATE RELEASE

### 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. Names Kern Communications PR Agency of Record**

*Las Vegas' Ultimate 'Insider' to Bring the 'Striker VIP' Brand National Through Strategic Public Relations*

**LAS VEGAS, NV, February 20, 2007** – Striker VIP, Inc., among the world's preeminent five-star Las Vegas host, concierge and event services providers, today announced that it has selected Kern Communications as its official agency of record to create and implement national and regional public relations campaigns. Striker VIP creates fully customized, once-in-a-lifetime luxury travel experiences for the world's most discriminating consumers.

Among Kern Communications' primary mandates is to establish Striker VIP's figurehead and "living brand," Steven Striker, to the national media as "*the*" go-to guy for expert commentary and perspective on all things Las Vegas - particularly related to how luxury, high-end travelers can gain privileged entry into the city's notorious "inner circle." A natural born entrepreneur, "Striker," as he is called, leverages his larger than life reputation, powerful connections, extensive Rolodex™ and well-established relationships at all levels of the Las Vegas "food chain" to the distinct benefit of his clientele, who enjoy nothing less than royal treatment while under his care.

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.

Striker VIP did not issue a formal request for proposal for the public relations contract, but spoke individually to a variety of firms. "We chose Kern Communications due to the agency's stellar reputation and track record for securing top-tier media coverage across all mediums: television, radio, online and print," said Striker VIP founder and CEO, Steven Striker. "To her credit, Kern Communications' principal, Merilee Kern, also demonstrated a strong understanding of our unique business model and the niched marketplace we serve, along with a passion for exceeding her client's expectations. All combined, Kern Communications was the clear choice to represent us."

Merilee Kern notes, "We are thrilled to work with Steven Striker who, with his \$3,000 pin-striped suits, hand-rolled cigars and infamous connections, is a true throw-back to the bygone days of 'Old School' Vegas. We're eager to educate and enlighten the national media about the one-of-a-kind Steven Striker and his fascinating Striker VIP operation, which defines the Las Vegas 'scene' and bestows upon its clients instantaneous 'insider' status to the best Las Vegas has to offer."

#### **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](http://www.StrikerVIP.com). Press contact: Merilee Kern, Kern Communications, 858-577-0206, [merilee@kerncommunications.com](mailto:merilee@kerncommunications.com).

#### **About Kern Communications**

Kern Communications is a full service public relations agency that helps its clients achieve corporate goals and objectives through highly integrated media relations, marketing communications, branding and growth strategies. The company has a well-established track record of generating high-level media placements at the local, regional, national and global level. The company can be reached through its Web site at [www.kerncommunications.com](http://www.kerncommunications.com).

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