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VEGASHOTSPOTS.COM NOW ON FHMUS.COM

LAS VEGAS, July 28, 2003 – **VegasHotSpots.com™**, the only “insider with attitude” website for Las Vegas, today announced it will partner with FHMUS.com, the companion website for one of the world’s hottest men’s magazines. FHMUS.com will showcase Sin City with a variety of interactive features and put its signature “funny, sexy, useful” spin on the latest happenings in Vegas. Check it out: go to www.fhmus.com, and click on the Vegas Hot Spots tile in the left column.

FHMUS.com gives today’s young, contemporary man a road map to life. The site covers entertainment, relationships, sports, games, music, film, finance, electronics, and features FHM’s trademark photographs and features on the world’s most beautiful women. FHMUS.com receives more than 1.1 million unique visitors monthly.

“Las Vegas is a baby everyone wants to touch and there is a great fit between our site’s content and FHM’s audience,” said Scott Frost, general manager for VegasHotSpots.com. “FHMUS.com was very receptive when we offered to package some of our unique, ‘behind-the-velvet-rope’ Las Vegas experiences into a special section for their site.

“VegasHotSpots.com was created to share our affection for all things uniquely hip and cool about Vegas, and the FHMUS.com audience is eager to consume the fun and entertainment that’s made fresh daily in Las Vegas,” Frost said.

The special promotional micro-site includes a main article, two featured Hot Spots, and links to sections of the VegasHotSpots.com main site including “Ultimate Vegas Experiences” concierge services, “Hot, Sexy, Cool” and “Hot Trips.” Visitors to the site also can sign up to receive the Hot Spots News email about Vegas happenings, members-only ticket deals, and content such as the new “Rate-a-Hottie” gallery and “Vegas Eye Candy”.

FHMUS.com and VegasHotSpots.com also jointly promoted the “Sirens of TI ExoTlca Weekend” July 11th and 12th at TI Casino and Resort, formerly known as Treasure Island.

“We plan to collaborate to develop content about Las Vegas that will only be available on our FHMUS.com microsite,” Frost said.

VegasHotSpots.com Now on FHMUS.com/2-2-2

VegasHotSpots.com is Las Vegas' premier event planning and concierge service provider that specializes in offering VIP nightlife and entertainment packages. VegasHotSpots.com recommends more than 100 of the hottest spots in Las Vegas, including what to see, where to stay, where to eat, must-see shows, raging, romantic, or naughty nightlife, and unusual and entertaining attractions. For more information, contact: (702) 947-8413 or marketing@vegashotspots.com.

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