



4480 South Pecos Road
Las Vegas, NV 89121
Tel: (702) 947-8413
Fax: (702) 939-2131

Contact: Mark Olson
(702) 353-6540
molson@vegashotspots.com

VEGASHOTSPOTS.COM SETS NEW RECORDS FOR WEBSITE TRAFFIC, VIP PARTY SALES THROUGH LABOR DAY WEEKEND

*New Marketing Initiatives and Insatiable Desire for Nightlife Entertainment
Attract Increased Out-of-Market Demand for VIP Packages and Services*

LAS VEGAS, September 21, 2004 – **VegasHotSpots.com**[™], Las Vegas' premier nightlife entertainment marketing company, today announced that its website and VIP hosting and party planning businesses set new records through the Labor Day weekend, evidence the company is successfully capturing the insatiable desire for Las Vegas nightlife.

Website traffic for the period August through Labor Day weekend, measured in terms of unique visitors, was up 65 percent from any previous similar period in 2004. Demand for the company's VIP hosting and nightlife party packages, measured in terms of requests for its services and actual sales for the same period, was up nearly 300 percent over any prior similar period in the company's history.

"Our team has done a fantastic job of keeping up with the demand and delivering the quality of service our customers demand," said Scott Frost, General Manager for VegasHotSpots.com. "Record visitor volume to Las Vegas plus the openings of new nightclubs is fueling peak demand for our professional nightlife services among 25-39 year olds with serious amounts of expendable income. It's not unusual anymore for us to see parties that exceed \$1,000 per head."

Because of the tremendous success of its acclaimed VIP Hosting business, VegasHotSpots.com has expanded its marketing and business development in this area and recently divested itself of its promotions division.

"Nightclub promotions and special events are fun and generate a tremendous amount of exposure, but ultimately that business doesn't produce the margins or scale easily like the VIP Hosting business," said Frost.

"We have taken a 'gunslinger', cash-and-carry business and made nightlife VIP Hosting a legitimate industry by putting real business practices in place," added Frost. "We have successfully tapped into the 'sweet spot' of the market and will grow our partnerships and marketing initiatives to dominate it."

VegasHotSpots.com is Las Vegas' premiere nightlife entertainment marketing company that offers Las Vegas' best in VIP hosting, bachelor and bachelorette parties, themed nightclub promotions, special events, and corporate and convention nightlife events. We specialize in bringing our clients the best of what Las Vegas has to offer after the sun goes down. For more information, contact us at (702) 947-8413, toll-free (877) ToBeVIP, or via email at marketing@vegashotspots.com.