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## VIP SPORTS MARKETING MARKS NINTH YEAR IN CORPORATE HOSPITALITY INDUSTRY WITH LAUNCH OF NEW WEBSITE

VIP Sports Marketing announced the official launch of its new website on August 20, 2007. Featuring an inside look at hospitality events, as well as ticketing and concierge service options, the new website provides viewers with the opportunity to learn more about VIP and its services.

The revamped website marks a new phase in the history of VIP. A leader in the corporate hospitality industry for the past nine years, VIP has established a reputation specializing in customer service. The recent launch of the website is an extension of that customer service, allowing viewers to browse upcoming events and request ticketing information through an on-line form. The website also showcases testimonials from celebrity guests and speakers, including chef Emeril Lagasse and NFL Hall of Famer, Steve Largent.

“One of the best features of the website is that it allows visitors to view and interact with the different facets of VIP,” said Jinny McCoy, Director of Operations for VIP and the leading design specialist behind the website. “Viewers are allowed an inside look at major events and can familiarize themselves with the hospitality and concierge service options.”

Feedback from existing clients has been positive. “I’ve had an overwhelmingly enthusiastic response from my clients about how easily navigable and user-friendly the new site is,” said Alex Pramenko, President of VIP. “The thought and planning that has gone into this project has been extensive,” he continued. “I am pleased that this website has propelled VIP to be at an equal level on a technical basis with the quality of customer service we currently provide on an interpersonal level. It truly is a project that has been nine years in the making.”

The next phase of the website includes access to RSS Feeds, which will enable visitors to receive updates for events and ticketing information in addition to special promotions and VIP offers. “The website will continue to evolve with the growing needs and requests of our clients,” said McCoy.

VIP Sports Marketing was founded in 1998 with the focus of providing personalized customer service for clients at a variety of corporate hospitality events. Since then, VIP has grown to specialize in premium tickets, concierge services and conference planning, in addition to corporate hospitality.

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If you would like more information regarding VIP Sports Marketing, please visit [www.vipsm.com](http://www.vipsm.com) or call 312-951-0700.