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FOR IMMEDIATE RELEASE

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**Lisa Tenner and Associates, Inc. Named To Handle
Branding, Marketing & Event Creation for the Strip's New
Cosmopolitan Resort and Casino**

LAS VEGAS, NV (Feb. 12, 2007) –Las Vegas-based Tenner & Associates, Inc. has been awarded a long-term contract for branding, marketing and event creation by the soon-to-open Cosmopolitan Resort Hotel. Tenner & Associates links corporations, products and tourism destinations to new customers and new markets through one-of-a-kind events, promotions and media properties.

Situated in the heart of the Las Vegas Strip, the Cosmopolitan Resort and Casino is unique in its vision of the future and its concepts for new-generation restaurants, retails, and entertainment. Tenner and Associates will create promotions and marketing strategies that will be original to the glitter city and position the Cosmopolitan as a destination resort. These programs will encompass all aspects of the facility well beyond the boundaries of the showroom.

Tenner and Associates, headed by Lisa Tenner, specializes in BAM!-- “Branding and Marketing—with Impact!” The company creates “BUZZ” and “BUSINESS” through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity. Tenner and Associates seeks to ahead of the game--finding and developing the NEW talent or trend in events, sports and entertainment—and exploiting it for the benefit of her clients.

Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for its clients, which include the Las Vegas Cosmpolitan Resort and Casino, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. Lisa Tenner has been honored with the Nevada Governor’s Award for Tourism for an event that she created and produced in Las Vegas for several years, the summit conference called Emerging Artists & Technology in Music (EAT’M) that brought music talent and professionals together for dialogue, a series of showcases and a festival.



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“There is something exceptional when you can get in on the ground floor of a significant project like the Cosmopolitan,” says Tenner. “We have a blank canvas and are already starting to fill it with fantastic concepts that will draw attention both here in town and globally. We are confident that the Cosmo will stand out right from the beginning.”

For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.

About Tenner and Associates, Inc.

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