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**Lisa Tenner Celebrated as “Event Pro of the Year”
at EventPro Forum**

Award is the Equivalent of the Academy Award® in the Live Events Business

LAS VEGAS, NV (March 8, 2007) – In a vote conducted by her peers in the event marketing and producing business, Lisa Tenner has just been named the “Event Pro of the Year” at the 2007 EventPro Forum, concluding this week in Las Vegas. The EventPro Awards, now in their sixth year, honor excellence in live-event production and single out one individual in the live-event industry who has demonstrated a significant record of achievement during the preceding year.

Tenner, founder of Las Vegas-based Tenner & Associates, Inc, has conceived and shepherded the production, marketing, and obtaining of sponsors and TV contracts for these events in 2006/2007:

- The Elle Queen of Hearts, a unique team of women assembled to compete under one banner at the 2006 World Series of Poker for the benefit of The American Heart Association and sponsored by Elle Magazine
- Hard Rock Hotel & Casino’s Celebrity Poker Pro-Am Tournament, featuring celebrities and poker pros, an event that casino management said resulted one of the largest gross revenues booked for a single day
- VH1 Classic Rock and Roll Celebrity Poker Tournament, an event for which Tenner and Associates created, produced, secured sponsorship and arranged a TV package
- The PartyPoker Million, staged aboard a cruise ship, an event that has become the world’s largest Limit Hold ‘Em Poker Tournament and one of the first stops on the World Poker Tour in its inaugural year.

Tenner has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients. She was among five event professionals that were nominated for the honor which equates to the Academy Award® of the live-events business. Only other professionals in the industry voted via online balloting for the EventPro of the Year.

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"Lisa Tenner's award of EventPro of the Year is pure recognition by the top people in the industry. This is another great example of the cream rising to the top," said Clinton Billups, conference manager.

"This is a truly great honor and I am really overwhelmed at this recognition by my colleagues in the live-event business," said Tenner. "Our clients, media and hotel partners and especially my staff deserve a share of these accolades because they helped create great events which were so successful that they will bear repeating this year. This is a great way to kick off 2007 and I believe it will put a spotlight on the exciting new events we are planning for the rest of the year. Stay tuned!"

Tenner has established a stellar reputation in branding, marketing, sponsorships, event creation, product placement, and conceptual design for a wide range of industries. Her company links corporations, products and tourism destinations to new customers and new markets through one-of-a-kind events, promotions and media partnerships. Among her successes are programs that have successfully showcased VH1, Hard Rock Hotel & Casino, the PartyPoker Million, the World Series of Poker, Elle Magazine, Card Player Cruises and dozens of others. Tenner has also recently been named the marketing and branding consultant to the some of the top Las Vegas Strip hotel and casinos.

Tenner is also known for the creation of a 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. It has helped launch the careers of some top recording artists. She has been honored with the Nevada Governor's Award for Tourism based on the overwhelming success of EAT'M.

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

About Tenner and Associates, Inc.

Tenner and Associates 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 has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients, which include some of the leading Las Vegas Strip casinos, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.