

L A S V E G A S STRIPWALKER

FOR IMMEDIATE RELEASE:

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StartupNation Honors Nation's Top Home Businesses of 2009

Las Vegas Stripwalker Wins Top Ten Honors in Business Competition in the "Wackiest" Category

Las Vegas, NV – November 16, 2009 – Las Vegas Stripwalker has been recognized by StartupNation (<http://www.startupnation.com>) as a Top Ten business in its 2009 Home Based 100 competition under the category of Wackiest <http://www.startupnation.com/homebased100/contestant/7452/index.php>.

Many of the StartupNation Home-Based 100 submissions revealed that business owners are bucking the current economic downturn and finding business success in these tight times. Historically some of today's most well known businesses started in a downturn, including Microsoft and General Electric.

"The 2009 ranking shows that the home-based business is more relevant than ever. The current recession has spurred a new wave of home based businesses as a response to loss of jobs, the need for supplemental income and the sheer passion for blazing your own trail and running your own show," said Rich Sloan, co-founder of StartupNation.com, one of the leading small business networking and advice websites. "Home based businesses are the biggest block of all businesses in existence and we expect numbers to grow ever greater as extra bedrooms, kitchen tables, basements and garages become host to the innovative thinking and pursuit of success by millions of Americans."

The StartupNation Home-Based 100 highlights 10 top-ten lists making it not just your ordinary business ranking. From the wackiest, to the most innovative, to the savviest in social media – this unique and diverse list highlights the home-based businesses that usually go unrecognized, but still play a vital role in the economy today. MSN publishes the ranking as well in an editorial collaboration with StartupNation.

The ten categories for 2009 include: Recession Busters, Savviest in Social Media, Most Innovative. Boomers Back in Business, Greenest, Yummiest, Wackiest, Highest Vote-Getters, Most Slacker-Friendly, Most Glamorous

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Las Vegas Stripwalker was selected from among thousands of contestants by a StartupNation judging panel, which issues the ranking results annually in the November.

The full results of the Home-Based 100 ranking are available on StartupNation's website at <http://www.startupnation.com/homebased100/>.

The 2009 ranking was sponsored by Microsoft Office Live, Infusionsoft and FedEx Office.

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About StartupNation

StartupNation (www.startupnation.com) provides over 175,000 pages of business advice and networking for entrepreneurs and serves millions of entrepreneurs annually. StartupNation is a free service founded by entrepreneurs for entrepreneurs with the intention of providing a one-stop shop for entrepreneurial success, including blogs from small business experts, podcasts, forums, webcasts, eBooks, award-winning step-by-step advice, online and offline networking groups, and more.

StartupNation co-founders and "chief startupologists," Rich Sloan and Jeff Sloan, are two of the country's leading small business experts and run StartupNation from home to this very day. They speak frequently at entrepreneurial forums and act as sources for top media venues nationwide. They are authors of StartupNation: Open for Business, published by Doubleday, and provide their insights online at www.startupnation.com. The Sloans are regularly quoted and featured in media such as The New York Times, Wall Street Journal, Fortune Small Business, Entrepreneur Magazine, CNN, CNBC, MSNBC, FOX News and many others.

About Microsoft Office Live

Microsoft Office Live is the award-winning service that offers a complete, affordable set of easy-to-use Internet-based tools that help small business owners create a professional web presence. More information is available at <http://www.smallbusiness.officelive.com>. Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Infusionsoft

Infusionsoft, the leader in automatic follow-up software, helps small businesses grow fast by putting email marketing, CRM and e-commerce on auto-pilot, backing it with the 'Double Your Sales' guarantee. The privately held, three-year-named Inc. 500 company is based in Gilbert, Ariz. and is funded by Mohr Davidow Ventures and vSpring Capital.

About Las Vegas Stripwalker

During 2010, once a day – rain or shine – Dan Strong, the Las Vegas Stripwalker, will walk from Mandalay Bay to the Fashion Show Mall and back – up one side of the Strip and down the other, wearing t-shirts that people will send to him and pay him to wear. Some days he'll go the opposite direction. Sometimes he'll go through the casinos and sometimes he'll stay on the street but he'll always go where the crowds are. He will record a short promo video for each advertiser and he will document his walks every day through video, pictures, blog and various social media outlets (twitter, facebook, etc.) and track his route in real time via GPS.

Each day costs \$1 more than the day before. January 1 is \$1 and December 31 is \$365. A portion of the proceeds will be donated to local charities.

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