



4480 South Pecos Road
Las Vegas, NV 89121
TEL: 702.947.8413
FAX: 702.939.2131

VEGASHOTSPOTS.COM AND GAME LAS VEGAS PRESENT THE WORLD PREMIERE, VIP LAUNCH PARTY FOR ROK BOX

Where Classic Rock and Hip Hop Collide

**In Association with SMAC Entertainment
Sponsored by Turi Vodka**

*Monday, July 26th, 2004 at Tabu Ultra Lounge
Doors Open at 10 pm*

LAS VEGAS, July 19, 2004 -- VegasHotSpots.com and Game Las Vegas today announced the world premiere and VIP launch party for a breakthrough nightclub music concept called ROK BOX, which will debut Monday, July 26, 2004 at Tabu Ultra Lounge in the MGM Grand Hotel.

ROK BOX, the collaborative creation of Randy Davila of VegasHotSpots.com and Jonathan Shecter of Game, takes the ubiquitous nightclub hip hop playlist and stands it on its head. ROK BOX is based around rock and hip hop "mash ups" where old school rock like AC/DC is blended with hip hop like Jay-Z to create unique but familiar combinations that get everyone dancing.

ROK BOX also pioneers the idea of a traveling club night...a branded music experience that isn't tied to a particular nightclub, a specific night of the week, or a fixed schedule. "We want to build anticipation for this experience with a crowd that loves music, dance and having a good time," said Davila. "When it goes off, it will be because the vibe is right and desire is high, not just because it's a certain day of the week."

The ROK BOX premiere will feature DJ Stretch Armstrong and DJ Soul. Armstrong is one of New York City hip hop's fixtures since the early 1990s. He has been instrumental in presenting up-and-coming MCs through his media barrage of radio programs, mixtapes, and even video games. DJ Soul is a Brooklyn-based artist specializing in hip hop, dancehall reggae, da breaks, r&b classics, and old school. Both bring a progressive, New York freshness to the tables, giving Vegas an experience it will never forget.

"Blending rock and rap--the mash-up phenomenon--is the most exciting trend in music right now," said Jonathan Shecter aka Shecky Green. "It elevates DJing to an art form, and Vegas is the ideal place to celebrate that. Thus, ROK BOX is born."

ABOUT VEGASHOTSPOTS.COM

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](#). For more information, visit www.vegashotspots.com or call 1-877-ToBeVIP. [MEDIA: contact Mark Olson on 702-353-6540 mobile or molson@vegashotspots.com]

ABOUT GAME

Game is a dynamic entertainment company created by Jonathan "Shecky Green" Shecter, the founding editor of The Source magazine. Game Las Vegas produces high-end events while Game Video creates the finest in hip-hop entertainment for all forms of media – DVD, CD, internet and print.. For more information, visit www.gamecrib.com.