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West Coast Choppers Icon and Super Bowl Champ To Join Inaugural Baja Outing of Maverick Business Adventures™

POTOMAC, MD, Dec. 20 – Cable TV and pop-culture phenomenon Jesse James (think West Coast Choppers and Sandra Bullock) plus Pro Bowl / two-time Super Bowl (New York Giants) champion Carl E. Banks will be guest celebs on Maverick Business Adventures' five-day "Ultimate Baja Experience" late January 2008.

Both, says Yanik Silver, Maverick Business Adventures™ founder, exude the winning spirit that will be in evidence as a select group of top-gun entrepreneurs ply adventures and share stories about creating and running successful businesses on this inaugural trip of this new, for-members-only active travel club.

"This and future club trips promise to be truly unique and exotic one-of-a-kind adventures with a mix of high-level networking and deal making, informal business building sessions, matched with several days of exhilarating activities," says Yanik. "Inviting along colorful celebrities known for their own business acumen is also part of the plan."

James began amassing his \$200 million a year ventures without a loan or partners in a friend's garage five years ago. He now has over 50 employees, an 18,000-square-foot facility in Long Beach, CA and sells his custom cycles for \$60,000 to \$150,000 each to a clientele that includes celebrities such as Shaquille O'Neal, Keanu Reeves, Kid Rock and model Tyson Beckford. James, who is married to actress Bullock, will be on hand for two days of the adventure.

"Behind his bad boy image and tattoos James is one sharp business maverick," says Silver. "Aside from being CEO of West Coast Choppers he has a growing apparel line, appears on Discovery Channel's *Monster Garage* and just now inked a two year-deal with Spike TV."

Former NFL Pro Bowl linebacker Banks is scheduled to join the group during an informal VIP Super Bowl Big Game Party at the end of the journey. Banks will shed light on his own entrepreneurial ventures while offering insights on what it's like to play in the world's most watched sporting event.

Silver himself is a Banks fan who says: "One of the reasons we're bringing Carl in is his success both on and off the field in business." This year Banks created and launched the Famous 58 line of barbecue products for the serious tailgater chef. His secret BBQ sauce comes from his mother's own private recipe. When not smoking ribs, Banks can be heard as one of the voices of Sirius NFL Radio and WFAN. In 2007 he also became an analyst for the radio broadcast of the New York Giants.

Maverick Business Adventures' inaugural adventure outing is scheduled for Jan. 29 to Feb. 2, 2008, immediately followed by the VIP Big Game Party in Cabo San Lucas on Sunday, Feb. 3. Superior dining and lodging accommodations match the unique combination of Baja activities: off-road adventure driving, surfing Baja's waves, whale encounters and, dear to Silver's heart, business-building sessions where successes, skills, resources and knowledge are shared openly and candidly.

A self-described “adventure junkie,” serial Internet entrepreneur and self-made millionaire, Silver has found that his own life-changing experiences such as running with the bulls, bungee jumping, sky diving, exotic car road rallies and Zero-Gravity flights have brought a profound sense of accomplishment and led to breakthroughs in ideas, focus and business thinking.

The Maverick Business Adventures™ club is structured to be an exclusive group and membership is by-application-only, limited to top entrepreneurs, CEOs and business owners with proven abilities and success. Silver stresses that the focus is not on corporate team building or motivational development. Instead, members will be invited to join professionally orchestrated, all-inclusive adventure outings that encourage the type of high-level networking and powerful connections that can only occur outside of normal business settings. For details on how to apply for membership in this exclusive club, you can go online to www.MaverickBusinessAdventures.com or call 240.744.0165.

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For more information on Maverick Business Adventures™, or for jpegs, please contact:

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