



## **NapkinNights.com Celebrates 2006 with a New Look and the Birth of Two New Cities**

NapkinNights.com, a leading web based, nightlife photo community gets a facelift and expands its coverage to include San Diego and San Francisco.

Las Vegas, NV (PRWEB) January 3, 2006 -- NapkinNights.com has been sending beautiful photographers to the hottest party spots in Las Vegas, Sacramento, and Scottsdale. They decided to start the new year off with a site redesign and the addition of two new cities, San Diego and San Francisco; bringing the total count of cities covered to five.

NapkinNights.com, one of the web's top nightlife websites of its kind, has been taking photos in Sacramento nightclubs since beginning of 2002. Hitting on a niche, the website was expanded Memorial Day Weekend 2003 to cover Las Vegas, the nightlife capital of the world. The next expansion was on April Fools Day, 2005 to include Phoenix and Scottsdale, one of the fastest growing areas in the country. Due to the high demand from the markets, Co-Founder and head photographer, Tracy Lee knew that New Years Eve 2006 was the perfect time to include coverage of San Diego and San Francisco.

"I knew that New Years Eve was the best night to launch to make the most impact in the new cities. The site redesign is just the icing on the cake. Over the next few days we will see an amazingly large amount of traffic to our New Years albums, therefore promoting the new expansions," says Lee.

And boy, will it -- ith the successful hiring and training of ten new female photographers in the two locations, it brought the total photographer count to over thirty girls in five different markets with almost forty venues covered that night.

"Tracy gets these ideas in her head and makes them a reality. She came to me and said that she wanted to do a two city expansion at the same time, and if it were anyone else, I would have thought that they were crazy," says Steve Katen (or K10), Co-Founder of NapkinNights.com. "We worked nonstop to do the research, hiring, and get the new sections of the site online. We are definitely satisfied with the results.

When asked how long before the next expansion and where it would be located, Lee replied, "I like the element of surprise, so giving that away would be no fun!

It'll be at least a couple more months."

For additional information on the news listed here, please contact Tracy Lee or visit [www.NapkinNights.com](http://www.NapkinNights.com)

About NapkinNights.com:

NapkinNights.com offers current and compelling photo coverage of the night life and parties in all of their markets. They do this by sending the "NapkinNights Girls" out to the clubs with a digital camera in one hand and cards bearing the logo and URL of the website in the other.

NapkinNights.com is a DBA of Katen Lee Productions, LLC. The company was founded in February of 2002 in Sacramento, CA, after it was apparent that the website that founders, Tracy Lee and Steve Katen had started for fun, had the potential to become a thriving business. Not wanting to put all their eggs in one basket, Katen Lee Productions also offered web design services; building a number of websites for local businesses. Seeing a need for the services that they had to offer, they expanded the business to Las Vegas in middle of 2003. After building up a solid, world wide following, two years later they expanded the website to cover Scottsdale, Phoenix, and Tempe; seeing the growth potential this area had to offer. They simultaneously launched a fourth section of the site devoted to profiles and professional pictures of all the girls currently working for the website.

Research has already started on the site's 4th and 5th cities, in the hopes that those sections will be able to launch at the same time a new portion of the site (also in development) does. This new section is to compel users to come back to the site on a daily basis; hopefully visiting even multiple times a day.

Lee's function within the company is to concentrate on hiring of photographers, and research and expansion of new markets. Katen, on the other hand is the technical guy behind the scenes handling server and database admin as well as development of new aspects of the site. They overlap somewhere in the middle with Lee doing graphics and html and Katen maintaining photographer productivity in all markets.

Contact:

Tracy Lee

Katen Lee Productions, LLC DBA NapkinNights.com

916-233-4555

<http://www.NapkinNights.com>