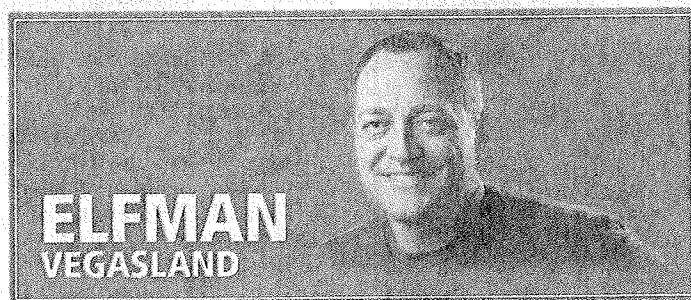


Tuesday, May 5, 2009



A friendly rivalry, Las Vegas style

This story is not about a feud. It's just to show you how the big boys play in Las Vegas.

Carey Hart — the “Inked” star, motocross racer and Pink ex — sent about 40 big guys to the Palms on Friday to hold signs advertising his new tattoo shop at the rival Hard Rock Hotel.

Palms owner **George Maloof** recounts with a grin:

“I’m having dinner with my mom, and I get a call” from a Palms insider asking, “What should we do?”

Malooof thought marchers were protesting. Then he saw their “Now Open” signs for Hart’s Hard Rock shop.

Malooof walked outside, shook hands and gave out water, he says.

“I hope you’re getting paid a lot,” he said, although he thought: Why isn’t the guy

who is paying them to walk “like a slave” walking with them for their six-hour shift?

The background story: Recently, Hart moved his tattoo shop out of the Palms (where his TV show “Inked” was set) and into the Hard Rock, where he runs the rock club Wasted Space.

Former Hart partner **John Huntington** now runs the tattoo space at the Palms, rebranded as Huntington Ink.

Hart tells me he sent marchers to the Palms for an ad campaign in conjunction with Supercross events.

“I’m glad that George had fun with it,” Hart e-mails. “I don’t remember any water. But I do remember him, John (Huntington) and six security guards! ... Regardless, I think George is a good guy.”