

OFFICIAL MEDIA GUIDE



42nd ANNUAL WORLD SERIES OF POKER

May 31 - July 19, 2011



Rio All-Suite Hotel & Casino, Las Vegas

November Nine – November 5-7

www.WSOP.com

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WSOP COMMUNICATIONS TEAM

SETH PALANSKY

Communications Director, WSOP

Editor-In-Chief, WSOP.com

One Caesars Palace Drive

Las Vegas, NV. 89109

spalansky@caesars.com

(702) 407-6344 or mobile: (702) 408-4497

(Interview requests for WSOP tournament staff & executives; credential issues and overall WSOP media issues).

NOLAN DALLA

Media Director, WSOP

nolandalla@aol.com

(702) 358-4642

(For official reports, historical information)

ALAN FOWLER

Assistant Media Director, WSOP

Digital Content Manager, WSOP.com

afowler@caesars.com

(702) 407-6036 or mobile: (702) 498-7532

(For official results, statistics, event photo requests and media center needs)

DAVE CURLEY

Hillman Communications

Public Relations Agency, WSOP

1122 Kenilworth Drive, Suite 303

Towson, MD. 21204

dcurley@hillmanpr.com

(410) 616-8951 or mobile: (443) 683-0920

(Interview requests for WSOP tournament staff & executives; credential issues and overall WSOP media issues).

CELENA HAAS

PR Director, Rio All-Suites Hotel & Casino

chaas@caesars.com

(702) 731-7216

(For any shoots or interviews on Rio property outside tournament area)

BILL HOFHEIMER

ESPN

Bill.hofheimer@espn.com

(860) 766-9589

(For telecast information or interview requests for ESPN on-air talent or production executives)

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Follow us on Facebook at: facebook.com/worldseriesofpoker



2011 World Series of Poker Daily Time Schedule

*Start Times and dates are subject to change

BOLD = Start of New WSOP Bracelet Event
GREEN = Final Table of WSOP Bracelet Event
RED = WSOP Main Event

Monday, May 30, 2011			
		Registration Opens, Live Action & Satellites Begin	
2 PM	#59	Deepstack No-Limit Hold'em Tournament	\$235
4 PM	#60	Heads Up No Limit Hold'em Championship Mega Satellites	\$1,570
6 PM	#61	Deepstack No-Limit Hold'em Tournament	\$185
8 PM	#62	Heads Up No Limit Hold'em Championship Mega Satellites	\$1,570
10 PM	#63	Deepstack No-Limit Hold'em Tournament	\$135
Tuesday, May 31, 2011			
12 PM	#1	Casino Employees No-Limit Hold'em (2 day event)	\$500
5 PM	#2	Heads Up No-Limit Hold'em Championship (4 day event) (256 player max)	\$25,000
Wednesday, June 01, 2011			
12 PM	#3	Omaha Hi-Low Split-8 or Better (3 day event)	\$1,500
2:30 PM	#1	Casino Employees No-Limit Hold'em Final Table	
3 PM	#2	Heads Up No-Limit Hold'em Championship Day 2	
Thursday, June 02, 2011			
TBD		WSOP Rematches: Moneymaker vs. Farha; Chan vs. Hellmuth	Freeroll
12 PM	#4	No-Limit Hold'em (3 day event)	\$5,000
2:30 PM	#3	Omaha Hi-Low Split-8 or Better Day 2	
3 PM	#2	Heads Up No-Limit Hold'em Championship Day 3	
5 PM	#5	Seven Card Stud (3 day event)	\$1,500
Friday, June 03, 2011			
12 PM	#6	Limit Hold'em (3 day event)	\$1,500
2:30 PM	#3	Omaha Hi-Low Split-8 or Better Final Table	
2:30 PM	#4	No-Limit Hold'em Day 2	
3 PM	#2	Heads Up No-Limit Hold'em Championship Final Table	
3 PM	#5	Seven Card Stud Day 2	
5 PM	#7	Pot-Limit Hold'em Championship (3 day event)	\$10,000
Saturday, June 04, 2011			
12 PM	#8A	No-Limit Hold'em (5 day event)	\$1,000
2:30 PM	#4	No-Limit Hold'em Final Table	
2:30 PM	#6	Limit Hold'em Day 2	
3 PM	#5	Seven Card Stud Final Table	
3 PM	#7	Pot-Limit Hold'em Championship Day 2	
5 PM	#9	2-7 Draw Lowball (No-Limit)(3 day event)	\$1,500
Sunday, June 05, 2011			
12 PM	#8B	No-Limit Hold'em (5 day event)	\$1,000
2:30 PM	#6	Limit Hold'em Final Table	
3 PM	#7	Pot-Limit Hold'em Championship Final Table	
3 PM	#9	2-7 Draw Lowball (No-Limit) Day 2	
Monday, June 06, 2011			
12 PM	#10	No-Limit Hold'em/Six-Handed (3 day event)	\$1,500
2:30 PM	#8	No-Limit Hold'em Day 2	
3 PM	#9	2-7 Draw Lowball (No-Limit) Final Table	
5 PM	#11	Omaha Hi-Low Split-8 or Better Championship (3 day)	\$10,000
Tuesday, June 07, 2011			
12 PM	#12	Triple Chance No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#8	No-Limit Hold'em Day 3	
2:30 PM	#10	No-Limit Hold'em/Six-Handed Day 2	
3 PM	#11	Omaha Hi-Low Split-8 or Better Championship Day 2	
Wednesday, June 08, 2011			
12 PM	#13	No-Limit Hold'em Shootout (2,000 player max) (3 day)	\$1,500
2:30 PM	#8	No-Limit Hold'em Day 4	
2:30 PM	#10	No-Limit Hold'em/Six-Handed Final Table	
2:30 PM	#12	Triple Chance No-Limit Hold'em Day 2	
3 PM	#11	Omaha Hi-Low Split-8 or Better Championship Final Table	
5 PM	#14	Limit Hold'em (3 day event)	\$3,000

Thursday, June 09, 2011			
12 PM	#15	Pot-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#8	No-Limit Hold'em Final Table	
2:30 PM	#12	Triple Chance No-Limit Hold'em Final Table	
2:30 PM	#13	No-Limit Hold'em Shootout Day 2	
3 PM	#14	Limit Hold'em Day 2	
5 PM	#16	2-7 Draw Lowball Championship (No-Limit) (3 day event)	\$10,000
Friday, June 10, 2011			
12 PM	#17	H.O.R.S.E. (3 day event)	\$1,500
		Limit Hold'em, Omaha Hi-Low Split-8 or Better, Seven Card Razz, Seven Card Stud,	
2:30 PM	#13	No-Limit Hold'em Shootout Final Table	
2:30 PM	#15	Pot-Limit Hold'em Day 2	
3 PM	#14	Limit Hold'em Final Table	
3 PM	#16	2-7 Draw Lowball Championship (No-Limit) Day 2	
Saturday, June 11, 2011			
12 PM	#18	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#15	Pot-Limit Hold'em Final Table	
2:30 PM	#17	H.O.R.S.E. Day 2	
3 PM	#16	2-7 Draw Lowball Championship (No-Limit) Final Table	
5 PM	#19	Limit Hold'em/Six-Handed (3 day event)	\$2,500
Sunday, June 12, 2011			
12 PM	#20	No-Limit Hold'em (3 day event)	\$1,000
2:30 PM	#17	H.O.R.S.E. Final Table	
2:30 PM	#18	No-Limit Hold'em Day 2	
3 PM	#19	Limit Hold'em/Six-Handed Day 2	
5 PM	#21	Seven Card Stud Championship (3 day event)	\$10,000
Monday, June 13, 2011			
12 PM	#22	Pot-Limit Omaha (3 day event)	\$1,500
2:30 PM	#18	No-Limit Hold'em Final Table	
2:30 PM	#20	No-Limit Hold'em Day 2	
3 PM	#19	Limit Hold'em/Six-Handed Final Table	
3 PM	#21	Seven Card Stud Championship Day 2	
5 PM	#23	Eight Game Mix (3 day event)	\$2,500
		Limit Hold'em, Omaha Hi-Low Split-8 or Better, Seven Card Razz, Seven Card Stud, Pot-Limit Omaha, 2-7 Triple Draw Lowball, Seven Card Stud Hi-Low Split-8 or Better, No-Limit Hold'em	
Tuesday, June 14, 2011			
12 PM	#24	No-Limit Hold'em Shootout (2,000 player max) (3 day)	\$5,000
2:30 PM	#20	No-Limit Hold'em Final Table	
2:30 PM	#22	Pot-Limit Omaha Day 2	
3 PM	#21	Seven Card Stud Championship Final Table	
3 PM	#23	Eight Game Mix Day 2	
5 PM	#25	Seven Card Stud Hi-Low-8 or Better (3 day event)	\$1,500
Wednesday, June 15, 2011			
12 PM	#26	No-Limit Hold'em/Six-Handed (3 day event)	\$2,500
2:30 PM	#22	Pot-Limit Omaha Final Table	
2:30 PM	#24	No-Limit Hold'em Shootout Day 2	
3 PM	#23	Eight Game Mix Final Table	
3 PM	#25	Seven Card Stud Hi-Low-8 or Better Day 2	
5 PM	#27	Limit Hold'em Championship (3 day event)	\$10,000
Thursday, June 16, 2011			
12 PM	#28	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#24	No-Limit Hold'em Shootout Final Table	
2:30 PM	#26	No-Limit Hold'em/Six-Handed Day 2	
3 PM	#25	Seven Card Stud Hi-Low-8 or Better Final Table	
3 PM	#27	Limit Hold'em Championship Day 2	
5 PM	#29	10-Game Mix/Six-Handed (3 day event)	\$2,500
		No-Limit Hold'em, Seven Card Razz, Limit Hold'em, Badugi (Limit) Seven Card Stud, 2-7 Draw Lowball (No-Limit), Omaha Hi-Low Split-8 or Better, Seven Card Stud Hi-Low Split-8 or Better, Pot-Limit Omaha, 2-7 Triple Draw Lowball (Limit)	

Friday, June 17, 2011			
12 PM	#30	Seniors No-Limit Hold'em Championship (Must be 50 years of age or older) (3 day event)	\$1,000
2:30 PM	#26	<i>No-Limit Hold'em/Six-Handed Final Table</i>	
2:30 PM	#28	<i>No-Limit Hold'em Day 2</i>	
3 PM	#27	<i>Limit Hold'em Championship Final Table</i>	
3 PM	#29	<i>10-Game Mix/Six-Handed Day 2</i>	
5 PM	#31	Pot-Limit Omaha (3 day event)	\$3,000
Saturday, June 18, 2011			
12 PM	#32	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#28	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#30	<i>Seniors No-Limit Hold'em Championship Day 2</i>	
3 PM	#29	<i>10-Game Mix/Six-Handed Final Table</i>	
3 PM	#31	<i>Pot-Limit Omaha Day 2</i>	
5 PM	#33	Seven Card Stud Hi-Low Split-8 or Better Championship	\$10,000
Sunday, June 19, 2011			
12 PM	#34	No-Limit Hold'em (3 day event)	\$1,000
2:30 PM	#32	<i>No-Limit Hold'em Day 2</i>	
2:30 PM	#30	<i>Seniors No-Limit Hold'em Championship Final Table</i>	
3 PM	#31	<i>Pot-Limit Omaha Final Table</i>	
3 PM	#33	<i>Seven Card Stud Hi-Low Split-8 or Better Championship Day 2</i>	
Monday, June 20, 2011			
12 PM	#35	Pot-Limit Omaha/Six-Handed (3 day event)	\$5,000
2:30 PM	#32	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#34	<i>No-Limit Hold'em Day 2</i>	
3 PM	#33	<i>Seven Card Stud Hi-Low Split-8 or Better Final Table</i>	
Tuesday, June 21, 2011			
12 PM	#36	No-Limit Hold'em (3 day event)	\$2,500
2:30 PM	#34	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#35	<i>Pot-Limit Omaha/Six-Handed Day 2</i>	
5 PM	#37	H.O.R.S.E. Championship (3 day event)	\$10,000
		<i>Limit Hold'em, Omaha Hi-Low Split-8 or Better, Seven Card Razz, Seven Card Stud, Seven Card Stud Hi-Low Split-8 or Better</i>	
Wednesday, June 22, 2011			
12 PM	#38	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#35	<i>Pot-Limit Omaha/Six-Handed Final Table</i>	
2:30 PM	#36	<i>No-Limit Hold'em Day 2</i>	
3 PM	#37	<i>H.O.R.S.E. Championship Day 2</i>	
5 PM	#39	Pot-Limit Hold'em/Omaha (3 day event)	\$2,500
Thursday, June 23, 2011			
12 PM	#40	No-Limit Hold'em/Six-Handed (3 day event)	\$5,000
2:30 PM	#36	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#38	<i>No-Limit Hold'em Day 2</i>	
3 PM	#37	<i>H.O.R.S.E. Championship Final Table</i>	
3 PM	#39	<i>Pot-Limit Hold'em/Omaha Day 2</i>	
Friday, June 24, 2011			
12 PM	#41	Limit Hold'em Shootout (3 day event)	\$1,500
2:30 PM	#38	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#40	<i>No-Limit Hold'em/Six-Handed Day 2</i>	
3 PM	#39	<i>Pot-Limit Hold'em/Omaha Final Table</i>	
5 PM	#42	Pot-Limit Omaha Championship (3 day event)	\$10,000
Saturday, June 25, 2011			
12 PM	#43	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#40	<i>No-Limit Hold'em/Six-Handed Final Table</i>	
2:30 PM	#41	<i>Limit Hold'em Shootout Day 2</i>	
3 PM	#42	<i>Pot-Limit Omaha Championship Day 2</i>	
5 PM	#44	Seven Card Razz (3 day event)	\$2,500
Sunday, June 26, 2011			
12 PM	#45	No-Limit Hold'em (3 day event)	\$1,000
2:30 PM	#41	<i>Limit Hold'em Shootout Final Table</i>	
2:30 PM	#43	<i>No-Limit Hold'em Day 2</i>	
3 PM	#42	<i>Pot-Limit Omaha Championship Final Table</i>	
3 PM	#44	<i>Seven Card Razz Day 2</i>	

Monday, June 27, 2011			
12 PM	#46	No-Limit Hold'em/Six-Handed Championship (3 day event)	\$10,000
2:30 PM	#43	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#45	<i>No-Limit Hold'em Day 2</i>	
3 PM	#44	<i>Seven Card Razz Final Table</i>	
5 PM	#47	Omaha/Seven Card Stud Hi-Low-8 or Better (3 day event)	\$2,500
Tuesday, June 28, 2011			
12 PM	#48	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#45	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#46	<i>No-Limit Hold'em/Six-Handed Championship Day 2</i>	
3 PM	#47	<i>Omaha/Seven Card Stud Hi-Low-8 or Better Day 2</i>	
5 PM	#49	2-7 Triple Draw Lowball (Limit) (3 day event)	\$2,500
7 PM	#238	Poker Players Championship Mega Satellite (Eight Game Mix)	\$2,250
Wednesday, June 29, 2011			
12 PM	#50	Triple Chance No-Limit Hold'em (3 day event)	\$5,000
2:30 PM	#46	<i>No-Limit Hold'em/Six-Handed Championship Final Table</i>	
2:30 PM	#48	<i>No-Limit Hold'em Day 2</i>	
3 PM	#47	<i>Omaha/Seven Card Stud Hi-Low-8 or Better Final Table</i>	
3 PM	#49	<i>2-7 Triple Draw Lowball Day 2</i>	
7 PM	#245	Poker Players Championship Mega Satellite (Eight Game Mix)	\$2,250
Thursday, June 30, 2011			
12 PM	#51	Pot-Limit Omaha Hi-low Split-8 or Better (3 day event)	\$1,500
2:30 PM	#48	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#50	<i>Triple Chance No-Limit Hold'em Day 2</i>	
3 PM	#49	<i>2-7 Triple Draw Lowball Final Table</i>	
5 PM	#52	Mixed Hold'em (Limit/No-Limit) (3 Day event)	\$2,500
7 PM	#252	Poker Players Championship Mega Satellite (Eight Game Mix)	\$2,250
Friday, July 01, 2011			
12 PM	#53	Ladies No-Limit Hold'em Championship (3 day event)	\$1,000
2:30 PM	#50	<i>Triple Chance No-Limit Hold'em Final Table</i>	
2:30 PM	#51	<i>Pot-Limit Omaha Hi-low Split-8 or Better Day 2</i>	
3 PM	#52	<i>Mixed Hold'em (Limit/No-Limit) Day 2</i>	
7 PM	#259	Poker Players Championship Mega Satellite (Eight Game Mix)	\$2,250
Saturday, July 02, 2011			
12 PM	#54A	No-Limit Hold'em (5 day event)	\$1,000
2:30 PM	#51	<i>Pot-Limit Omaha Hi-low Split-8 or Better Final Table</i>	
2:30 PM	#53	<i>Ladies No-Limit Hold'em Championship Day 2</i>	
3 PM	#52	<i>Mixed Hold'em (Limit/No-Limit) Final Table</i>	
5 PM	#55	The Poker Players Championship (5 day event)	\$50,000
<i>Limit Hold'em, Omaha Hi-Low Split-8 or Better, Seven Card Razz, Seven Card Stud Seven Card Stud Hi-Low Split-8 or Better, No-Limit Hold'em, Pot-Limit Omaha, 2-7 Triple Draw</i>			
Sunday, July 03, 2011			
12 PM	#54B	No-Limit Hold'em (5 day event)	\$1,000
2:30 PM	#53	<i>Ladies No-Limit Hold'em Championship Final Table</i>	
3 PM	#55	<i>The Poker Players Championship Day 2</i>	
Monday, July 04, 2011			
Satellite Day			
2:30 PM	#54	<i>No-Limit Hold'em Day 2</i>	
3 PM	#55	<i>The Poker Players Championship Day 3</i>	
Tuesday, July 05, 2011			
12 PM	#56	No-Limit Hold'em (3 day event)	\$1,500
2:30 PM	#54	<i>No-Limit Hold'em Day 3</i>	
3 PM	#55	<i>The Poker Players Championship Day 4</i>	
5 PM	#57	Pot-Limit Omaha Hi-low Split-8 or Better (3 day event)	\$5,000
Wednesday, July 06, 2011			
Satellite Day			
10 AM	#287	Mega Satellite	\$550
1 PM	#288	Mega Satellite	\$1,060
2:30 PM	#54	<i>No-Limit Hold'em Day 4</i>	
2:30 PM	#56	<i>No-Limit Hold'em Day 2</i>	
3 PM	#55	<i>The Poker Players Championship Final Table</i>	
3 PM	#57	<i>Pot-Limit Omaha Hi-low Split-8 or Better Day 2</i>	

Thursday, July 07, 2011			
12 PM	#58A	No-Limit Hold'em Championship Day 1A	\$10,000
2:30 PM	#56	<i>No-Limit Hold'em Final Table</i>	
2:30 PM	#54	<i>No-Limit Hold'em Final Table</i>	
3 PM	#57	<i>Pot-Limit Omaha Hi-low Split-8 or Better Final Table</i>	
Friday, July 08, 2011			
12 PM	#58B	No-Limit Hold'em Championship Day 1B	\$10,000
Saturday, July 09, 2011			
12 PM	#58C	No-Limit Hold'em Championship Day 1C	\$10,000
Sunday, July 10, 2011			
12 PM	#58D	No-Limit Hold'em Championship Day 1D	\$10,000
Monday, July 11, 2011			
12 PM	#58	Main Event Day 2A (1A + 1C)	
Tuesday, July 12, 2011			
12 PM	#58	Main Event Day 2B (1B + 1D)	
Wednesday, July 13, 2011			
	#58	Off Day Main Event	
12 PM		Media Tournament	
Thursday, July 14, 2011			
12 PM	#58	Main Event Day 3	
Friday, July 15, 2011			
12 PM	#58	Main Event Day 4	
Saturday, July 16, 2011			
12 PM	#58	Main Event Day 5	
Sunday, July 17, 2011			
12 PM	#58	Main Event Day 6	
Monday, July 18, 2011			
12 PM	#58	Main Event Day 7	
Tuesday, July 19, 2011			
12 PM	#58	Main Event Day 8 - Play down to 9 players	
November 5-7, 2011			
TBD	#58	Final Table	



ABOUT THE WORLD SERIES OF POKER (WSOP)

The World Series of Poker (WSOP) is the longest-running, largest, richest and most prestigious gaming event in the world, dating back 41 years to 1970, and having paid more than \$1.2 billion in total prize money to date. In 2011, the WSOP will feature 58 different poker events over 50 consecutive days.

In 2010, the WSOP attracted nearly 73,000 participants from 117 countries around the globe to the Rio All-Suite Hotel and Casino in Las Vegas – all competing for the game's most coveted prize...a WSOP bracelet and a share of more than \$187 million in total prize money.

Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker's longest running set of tournaments. The World Series of Poker culminates with the \$10,000 No-Limit Hold'em Championship, commonly referred to as the Main Event.

The winner of each event gets a World Series of Poker gold bracelet –recognized globally as the game's highest honor – and a cash prize based on the number of entrants and the amount of the event buy-in. The prize pool for the past five years (\$861 million) is more than double the total prize pool of the first 36 years of the WSOP combined (\$370 million).

Buy-ins for the different events range from \$500 to \$50,000 depending on the event and, unlike other sporting events, anyone 21 years of age or older can enter, and anyone can win. Winning a WSOP tournament is a life-changing event, making instant stars and often instant millionaires out of those with a dream and the determination to outmaneuver and outlast the competition.

Caesars Entertainment acquired the WSOP in 2004, and participation in the event has grown exponentially under its tenure. Here's how the last eight years have looked:

Year	# of Entrants
2003	7.572
2004	14.054
2005	32.341
2006	48.366
2007	54.288
2008	58.720
2009	60.875
2010	72.966

The WSOP team has forged groundbreaking alliances in broadcasting, digital media, corporate sponsorship, social media applications and licensing while successfully extending the brand internationally, with the advent of the World Series of Poker Europe in 2007. ESPN is the exclusive U.S. telecast partner of the WSOP. WSOP programming airs in 25 countries on five continents and is available to 300 million households.

www.WSOP.com



FACT SHEET – 2011 WORLD SERIES OF POKER

WHEN:	May 31, 2011 – July 19, 2011	
WHERE:	Rio All-Suite Hotel and Casino in Las Vegas	
NUMBER OF EVENTS:	58 bracelet events	
BUY IN AMOUNTS:	Minimum buy-in: \$500 Maximum buy-in: \$50,000	
TOTAL PRIZE MONEY AWARDED IN 2010:	\$187,109,850	
NUMBER OF NATIONS REPRESENTED IN 2010:	117	
TOURNAMENT DIRECTOR:	Jack Effel	
U.S. TELECAST PARTNER:	ESPN	
WSOP FIRST YEAR:	1970	
OWNERSHIP:	Caesars Entertainment (since 2004)	
NUMBER OF PLAYER ENTRANTS IN 2010:	72,966 (Total)	7,319 (Main Event)
DEFENDING MAIN EVENT CHAMPION:	Jonathan Duhamel, Boucherville, QC, Canada (\$8,944,310)	
DEFENDING \$50,000 CHAMPION:	Michael Mizrachi, Miami, FL., USA (\$1,559,046)	
PRESENTING SPONSOR:	Jack Link's Beef Jerky	
OFFICIAL CHARITIES:	Nevada Cancer Institute & Bad Beat on Cancer	
OFFICIAL WEBSITE:	www.WSOP.com	



ESPN'S 2011 TV SCHEDULE

ESPN's coverage of the 2011 World Series of Poker, presented by Jack Link's Beef Jerky from the Rio All-Suite Hotel and Casino in Las Vegas, will air every Tuesday from July 26 through November 8.

Norman Chad and **Lon McEachern** call all the action alongside newcomer **Kara Scott**. **Doug White**, Senior Director of Programming and Acquisitions, and **Jamie Horowitz**, Coordinating Producer are the executives in charge for poker coverage on ESPN. **Bill Hofheimer** is ESPN's media contact for World Series of Poker.

Visit <http://espnmediazone.com> and click on the [World Series of Poker digital media kit](#) for the latest news schedules, news, photos, video and audio clips, and more. Below is this year's telecast schedule on ESPN. **All times are Eastern.**

Date	Time	Event	Episode #
July 26	8:00 PM	Rematches: Chan vs. Hellmuth + Match TBD	1
July 26	9:00 PM	Rematches: Moneymaker vs. Farha	2
August 2	8:00 PM	\$25,000 Heads Up No Limit Hold'em	3
August 2	9:00 PM	\$25,000 Heads Up No Limit Hold'em	4
August 9	8:00 PM	\$50,000 Poker Players Championship	5
August 9	9:00 PM	\$50,000 Poker Players Championship Final	6
August 16	8:00 PM	Main Event	7
August 16	9:00 PM	Main Event	8
August 23	8:00 PM	Main Event	9
August 23	9:00 PM	Main Event	10
August 30	8:00 PM	Main Event	11
August 30	9:00 PM	Main Event	12
Sept. 6	8:00 PM	Main Event	13
Sept. 6	9:00 PM	Main Event	14
Sept. 13	8:00 PM	Main Event	15
Sept. 13	9:00 PM	Main Event	16
Sept. 20	8:00 PM	Main Event	17
Sept. 20	9:00 PM	Main Event	18
Sept. 27	8:00 PM	Main Event	19
Sept. 27	9:00 PM	Main Event	20
October 4	9:00 PM	Main Event	21
October 4	10:00 PM	Main Event	22
October 11	9:00 PM	Main Event	23
October 11	10:00 PM	Main Event	24
October 18	9:00 PM	Main Event	25
October 18	10:00 PM	Main Event	26
October 25	9:00 PM	Main Event	27
October 25	10:00 PM	Main Event	28
November 1	9:00 PM	Main Event	29
November 1	10:00 PM	Main Event	30
November 8	9-11:00 PM	Main Event Final Table	31/32

*TV Schedule Subject To Change



ESPN LIVE PROGRAMMING PLANS

For the first time, ESPN's family of networks is planning to cover some of the World Series of Poker "live." Traditionally, televised poker has been viewed post-produced (and will again this year on Tuesday nights from July 26 - November 8).

Post-produced poker is shot on-site on tape, taken back to a facility and edited, voiced over and scheduled to air at a later date in the future.

But after continually pushing the envelope with its poker coverage in recent years, including the same-day delay of the November Nine, a five-hour delay live stream of the WSOP Europe Main Event, and a 5-minute delay on streaming of past WSOP events, the paradigm shift continues in 2011.

ESPN will air the 2011 WSOP Main Event with hole cards on a 30-minute delay from July 14-19 on ESPN, ESPN2 and ESPN3. There are several nuances to the coverage to ensure the integrity of play, but the viewing audience will indeed get to see high stakes poker in near real-time.

For a complete understanding of the plans, please review the following: <http://www.wsop.com/2011/2011-ESPN-TV-FAQ.pdf>

ESPN3, ESPN's streaming web service, will simulcast ESPN2's planned coverage, as well as provide additional extended coverage of the WSOP Main Event on a five-minute delay without hole cards, plus three other WSOP events.

The following details the "live" ESPN television/streaming plans:

DATE	TIME (all times PT)	EVENT	NETWORK	DETAILS
Thursday, June 2	2 pm to conclusion	WSOP Grudge Matches	ESPN3	5 min. delay; no hole cards
Friday, June 3	2 pm to conclusion	\$25K Heads Up NLH	ESPN3	5 min. delay; no hole cards
Wednesday, July 6	3 pm to conclusion	\$50K Poker Players Ch.	ESPN3	5 min. delay; no hole cards
Thursday, July 14	12-4 pm	WSOP Main Event Day 3	ESPN3	5 min. delay; no hole cards
Thursday, July 14	4-6 pm	WSOP Main Event Day 3	ESPN2	30 min. delay w/hole cards
Thursday, July 14	8-11:30 pm	WSOP Main Event Day 3	ESPN2/ESPN3	30 min. delay w/hole cards
Friday, July 15	12-4 pm	WSOP Main Event Day 4	ESPN3	5 min. delay; no hole cards
Friday, July 15	4-6 pm	WSOP Main Event Day 4	ESPN2	30 min. delay w/hole cards
Friday, July 15	8-11:30 pm	WSOP Main Event Day 4	ESPN2/ESPN3	30 min. delay w/hole cards
Saturday, July 16	12:30-7 pm	WSOP Main Event Day 5	ESPN2/ESPN3	30 min. delay w/hole cards
Saturday, July 16	9-11:30 pm	WSOP Main Event Day 5	ESPN2/ESPN3	30 min. delay w/hole cards
Sunday, July 17	12-5 pm	WSOP Main Event Day 6	ESPN3	5 min. delay; no hole cards
Sunday, July 17	7-11:30 pm	WSOP Main Event Day 6	ESPN2/ESPN3	30 min. delay w/hole cards
Monday, July 18	12-4 pm	WSOP Main Event Day 7	ESPN3	5 min. delay; no hole cards
Monday, July 18	4-7 pm	WSOP Main Event Day 7	ESPN2/ESPN3	30 min. delay w/hole cards
Monday, July 18	9-11:30 pm	WSOP Main Event Day 7	ESPN2/ESPN3	30 min. delay w/hole cards
Tuesday, July 19	12-5 pm	WSOP Main Event Day 8	ESPN3	5 min. delay; no hole cards
Tuesday, July 19	5-7 pm	WSOP Main Event Day 8	ESPN/ESPN3	30 min. delay w/hole cards
Tuesday, July 19	9 pm – 1:30 am	WSOP Main Event Day 8	ESPN2/ESPN3	30 min. delay w/hole cards
*Tuesday, July 19	1:30 am to conclusion	WSOP Main Event Day 8	ESPN2/ESPN3	30 min. delay w/ hole cards

*if necessary

Key notes: ESPN's live TV coverage will only show hole cards of participants still in a hand *after* the flop. All the "live" coverage on ESPN/ESPN2 really is on a 30-minute delay. The "live" TV coverage will rotate between two feature tables and switch back and forth every 30 minutes. ESPN3 will do both five-minute delay coverage without hole cards, and when it is simulcasting ESPN & ESPN2's coverage, it will switch to the 30-minute delay with hole cards. Lon McEachern, David Tuchman and Kara Scott will serve as the telecast announce team.

WSOP.com Streaming Schedule by Event/Date:

For the first time in history, poker enthusiasts around the globe will be able to watch the final table action of 55 gold bracelet events live (on a five-minute delay) at WSOP.com. Below is the streaming schedule.

EVENT #	EVENT NAME	AIR DATE	TIME (PT)
1	\$500 Casino Employees No-Limit Hold'em Final Table	June 1	2:30 PM
3	\$1,500 Omaha Hi-Low Split-8 or Better Final Table	June 3	2:30 PM
4	\$5,000 No-Limit Hold'em Final Table	June 4	2:30 PM
5	\$1,500 Seven Card Stud Final Table	June 4	3:00 PM
6	\$1,500 Limit Hold'em Final Table	June 5	2:30 PM
7	\$10,000 Pot Limit Hold'em Final Table	June 5	3:00 PM
9	\$1,500 2-7 Draw Lowball (No-Limit) Final Table	June 6	3:00 PM
10	\$1,500 No-Limit Hold'em Six-Handed Final Table	June 8	2:30 PM
11	\$10,000 Omaha Hi-Low Split 8 or Better Final Table	June 8	3:00 PM
8	\$1,000 No-Limit Hold'em Final Table	June 9	2:30 PM
12	\$1,500 Triple Chance No-Limit Hold'em Final Table	June 9	2:30 PM
13	\$1,500 No-Limit Hold'em Shootout Final Table	June 10	2:30 PM
14	\$3,000 Limit Hold'em Final Table	June 10	3:00 PM
15	\$1,500 Pot-Limit Hold'em Final Table	June 11	2:30 PM
16	\$10,000 2-7 Draw Lowball (No-Limit) Final Table	June 11	3:00 PM
17	\$1,500 H.O.R.S.E. Final Table	June 12	2:30 PM
18	\$1,500 No-Limit Hold'em Final Table	June 13	2:30 PM
19	\$2,500 Limit Hold'em Six-Handed Final Table	June 13	3:00 PM
20	\$1,000 No-Limit Hold'em Final Table	June 14	2:30 PM
21	\$10,000 Seven Card Stud Final Table	June 14	3:00 PM
22	\$1,500 Pot Limit Omaha Final Table	June 15	2:30 PM
23	\$2,500 Eight Game Mix Final Table	June 15	3:00 PM
24	\$5,000 No-Limit Hold'em Shootout Final Table	June 16	2:30 PM
25	Seven Card Stud Hi-Low-8 or Better Final Table	June 16	3:00 PM
26	\$2,500 No-Limit Hold'em Six-Handed Final Table	June 17	2:30 PM
27	\$10,000 Limit Hold'em Championship Final Table	June 17	3:00 PM
28	\$1,500 No Limit Hold'em Final Table	June 18	2:30 PM
29	\$2,500 10-Game Mix Six-Handed Final Table	June 18	3:00 PM
30	\$1,000 Seniors No-Limit Hold'em Final Table	June 19	2:30 PM
31	\$3,000 Pot Limit Omaha Final Table	June 19	3:00 PM
32	\$1,500 No-Limit Hold'em Final Table	June 20	2:30 PM
33	\$10,000 Seven Card Stud Hi-Low Split 8-or Better Final Table	June 20	3:00 PM
34	\$1,000 No-Limit Hold'em Final Table	June 21	2:30 PM
35	\$5,000 Pot-Limit Omaha Six-Handed Final Table	June 22	2:30 PM
36	\$2,500 No-Limit Hold'em Final Table	June 23	2:30 PM
37	\$10,000 H.O.R.S.E. Final Table	June 23	3:00 PM
38	\$1,500 No-Limit Hold'em Final Table	June 24	2:30 PM
39	\$2,500 Pot-Limit Hold'em/Omaha Final Table	June 24	3:00 PM
40	\$5,000 No-Limit Hold'em Six-Handed Final Table	June 25	2:30 PM
41	\$1,500 Limit Hold'em Shootout Final Table	June 26	2:30 PM
42	\$10,000 Pot-Limit Omaha Final Table	June 26	3:00 PM
43	\$1,500 No-Limit Hold'em Final Table	June 27	2:30 PM
44	\$2,500 Seven Card Razz Final Table	June 27	3:00 PM
45	\$1,000 No-Limit Hold'em Final Table	June 28	2:30 PM
46	\$10,000 No-Limit Hold'em Six-Handed Final Table	June 29	2:30 PM
47	\$2,500 Omaha/Seven Card Stud Hi-Low 8-or-Better Final Table	June 29	3:00 PM
48	\$1,500 No-Limit Hold'em Final Table	June 30	2:30 PM
49	\$2,500 2-7 Triple Draw Lowball (Limit) Final Table	June 30	3:00 PM
50	\$5,000 Triple Chance No-Limit Hold'em Final Table	July 1	2:30 PM
51	\$1,500 Pot-Limit Omaha Hi-Low Split-8 or Better Final Table	July 2	2:30 PM
52	\$2,500 Mixed Hold'em (Limit/No-Limit) Final Table	July 2	3:00 PM
53	\$1,000 Ladies No-Limit Hold'em Final Table	July 3	2:30 PM
54	\$1,000 No-Limit Hold'em Final Table	July 7	2:30 PM
56	\$1,500 No-Limit Hold'em Final Table	July 7	2:30 PM
57	\$5,000 Pot Limit Omaha Hi-Low Split-8 or Better Final Table	July 7	3:00 PM

All times and dates are subject to change without notice.



Bracelet Ceremony – 42nd Annual World Series of Poker

Daily at 2:20 PM from June 2 through July 8

Continuing the tradition started in 2009, all World Series of Poker bracelet winners will be treated to a special ceremony the day after their victory.

Each gold bracelet winner will be asked to return to the Pavilion Ballroom Grand Stage at the Rio at 2:20 PM the day following his or her win to receive their WSOP gold bracelet in an official ceremony presided over by WSOP tournament director Jack Effel.

The Bracelet Ceremony Stage is located at the back of the main entrance to the Pavilion Room, facing out to the 250 poker tables.

On Tilt returns as the official bracelet designer and manufacturer for 2011.

The timing of the ceremony is to coincide with the return of players from the first break of the noon tournament. With a Pavilion Room full of players, the previous day's event winner(s) will be welcomed to the stage, where each will be awarded a gold bracelet and pose for photos as the national anthem of the winner's choosing is played.

Re-starts of noon tournaments begin at 2:30 PM, so as not to conflict with the bracelet ceremonies.

In addition, each new bracelet holder will receive a new Total Rewards card. As is custom for WSOP winners, Caesars Entertainment awards "Diamond" status – an exclusive club reserved for Caesars' best customers – to all bracelet holders for one year.

Play in the Pavilion Room will be halted during the ceremony and commence following the brief ceremony.

Media are welcome to gather in front of the stage to take pictures and shoot video during the presentation. At the conclusion of the bracelet ceremony, media will be able to arrange one-on-one interviews with the newly-crowned champion(s) on the stage.

Reminder: Use of video in the Pavilion Room is still prohibited for tournament play.

www.WSOP.com



WORLD SERIES OF POKER AND BAD BEAT ON CANCER TEAM UP

FOR FREE POKER SEMINARS DURING WSOP

Throughout the 42nd Annual World Series of Poker in 2011, the poker community is invited to participate in 11 unique free admission seminars from respected pros relating to different poker subject matters.

The WSOP has teamed with its official charities, the Prevent Cancer Foundation and the Nevada Cancer Institute, to offer the *"First Annual Bad Beat Seminar Series"* featuring some of the greatest minds in the game sharing their personal insights, instruction and stories in hour-long sessions prior to the day's WSOP play.

All 11 speakers are donating their time for these events. The hope is attendees will either consider a \$20 donation to the Bad Beat on Cancer, or agree to pledge 1% of their WSOP tournament winnings to benefit Bad Beat on Cancer, with 100% of their donations being tax-deductible.

All seminars will feature 45 minutes of lecture time/discussion, followed by 15 minutes of interactive Q & A from the audience. These seminars will take place at 10:30 AM daily in the Brasilia Ballroom in the Rio Convention Center, directly adjacent to the tournament rooms where the WSOP is being played.

The inaugural 2011 lineup features the two leading WSOP bracelet winners in history, a pair of prolific high stakes cash game players, two of the most successful women in the game and several other unique poker personalities. The entire schedule can be found below. We look forward to seeing you there!

WSOP BAD BEAT ON CANCER SEMINAR SERIES SCHEDULE

<u>DATE</u>	<u>TIME</u>	<u>NAME</u>	<u>TOPIC</u>	<u>LOCATION</u>
<i>Saturday, June 4</i>	10:30 AM	Chad Brown	Beating the Odds	Brasilia Stage
<i>Saturday, June 11</i>	10:30 AM	Andy Bloch	No Limit Hold'em Pre-Flop Play	Brasilia Stage
<i>Friday, June 17</i>	10:30 AM	Doyle Brunson	A Poker Life	Brasilia Stage
<i>Saturday, June 18</i>	10:30 AM	Phil Galfond	Pot Limit Omaha	Brasilia Stage
<i>Saturday, June 25</i>	10:30 AM	Daniel Cates	Playing Post-Flop	Brasilia Stage
<i>Friday, July 1</i>	10:30 AM	Vanessa Selbst	No Limit Hold'em	Brasilia Stage
<i>Saturday, July 2</i>	10:30 AM	Phil Gordon	Inquisitive Poker	Brasilia Stage
<i>Thursday, July 7</i>	10:30 AM	Annie Duke	Making Better Decisions	Brasilia Stage
<i>Friday, July 8</i>	10:30 AM	Annette Obrestad	Playing the Turn & River	Brasilia Stage
<i>Saturday, July 9</i>	10:30 AM	Sam Chauhan	Main Event Mindset	Brasilia Stage
<i>Sunday, July 10</i>	10:30 AM	Phil Hellmuth	11 Ways to Play Stronger NLH	Brasilia Stage

www.WSOP.com

www.preventcancer.org

www.nevadacancerinstitute.org



WORLD SERIES OF POKER (WSOP) PLAYER OF THE YEAR

The World Series of Poker (WSOP) instituted a Player of the Year system in 2004, once Harrah's (now Caesars) took over the tournament.

The system awards points based on finish for all open bracelet events. Anyone who cashes in a WSOP gold bracelet event is awarded points. And the player with the most overall points is the winner of the WSOP Player of the Year.

Winning the WSOP Player of the Year comes with a prize each year tailored to the individual and worth upwards of \$20,000. But more importantly, adding the WSOP Player of the Year to your resume is one of the highest honors a poker player can achieve.

Typically, the individual who wins this award has multiple in-the-money finishes and at least a WSOP gold bracelet among those cashes. In fact, no player has won the award without at least capturing a WSOP gold bracelet.

In 2011, the WSOP Player of the Year will include the seven gold bracelets being awarded at WSOP Europe. Thus, this year's winner will have 62 events to compete in to qualify for the WSOP Player of the Year: 55 open events at the WSOP, and the seven up for grabs in Cannes, France at WSOPE.

Last year, it took until the Final Table of the WSOP Main Event to determine the winner, as Frank Kassela edged out Michael Mizrahi for the crown.

Below is a list of WSOP Player of the Year winners, along with their accomplishments in their winning year.

WSOP PLAYER OF THE YEAR WINNERS (Historical)

<u>YEAR</u>	<u>NAME</u>	<u>BRACELETS</u>	<u>FINAL TABLES</u>	<u>CASHES</u>	<u>MONEY WON</u>
2004	Daniel Negreanu	1	5	6	\$346,280
2005	Allen Cunningham	1	4	5	\$1,006,935
2006	Jeff Madsen	2	4	4	\$1,467,852
2007	Tom Schneider	2	3	3	\$416,829
2008	Erick Lindgren	1	3	5	\$1,348,528
2009	Jeffrey Lisandro	3	4	6	\$807,521
2010	Frank Kassela	2	3	6	\$1,255,314

www.WSOP.com



MAIN EVENT – FINAL TABLE – THE “NOVEMBER NINE”

NOVEMBER 5-7, 2011

Televised on  Tuesday, November 8th, 9-11 PM ET

In 2008, the World Series of Poker announced a groundbreaking change to the conclusion of the world's most prestigious poker event – the \$10,000 buy-in No Limit Hold'em World Championship, commonly referred to as the Main Event.

In 2011, for the fourth consecutive year, the plan is to continue with the revised format of poker's most seminal competition, better aligning the tournament and the television experience.

The Main Event in 2011 will be contested from July 7-19, and then play will stop until November 5, resuming on that date with the final nine players. Once two players remain, play will stop again, resuming late in the evening on Monday, November 7 in front of a live audience and conclude on the day ESPN televises the event to the country – Tuesday, November 8, 2011.

Each of the nine players who make it to the WSOP Main Event Final Table will receive ninth-place prize money on July 20, when the finalists are determined. The WSOP will then provide each of those players with an expenses-paid trip for two for their return to Las Vegas in November to play the final portion of the tournament.

From July 20 to November 5, a span of 108 days, players will have an opportunity to line up sponsorships and coaches, review the play of all their competitors, participate in other tournaments, and take advantage of the new publicity and promotional opportunities available to them. In addition, they will be able to arrange for all their friends and family to come witness in-person, the dramatic conclusion of the tournament where more than \$25 million is expected to be up for grabs.

The change in how the Main Event final table is staged brings the excitement and drama of high-stakes WSOP tournament play closer to millions of fans around the globe and creates an incredible atmosphere inside the Penn & Teller Theater that is more akin to a major stadium spectator sport than traditional poker events.

The winner of the Main Event is expected to be crowned early on the morning on November 8. ESPN will edit the two-day Final Table action and televise it in a special program from 9-11 PM ET on Tuesday, November 8, within hours of the winner being crowned.

Previous members of the November Nine included:

2008		2009		2010	
1 st :	Peter Eastgate, Denmark	1 st :	Joe Cada, Michigan	1 st :	Jonathan Duhamel, Canada
2 nd :	Ivan Demidov, Russia	2 nd :	Darvin Moon, Maryland	2 nd :	John Racener, Florida
3 rd :	Dennis Phillips, Missouri	3 rd :	Antoine Saout, France	3 rd :	Joseph Cheong, California
4 th :	Ylon Schwartz, New York	4 th :	Eric Buchman, New York	4 th :	Filippo Candio, Italy
5 th :	Scott Montgomery, Canada	5 th :	Jeff Shulman, Nevada	5 th :	Michael Mizrachi, Florida
6 th :	Darus Suharto, Canada	6 th :	Steven Begleiter, New York	6 th :	John Dolan, Florida
7 th :	David Rheem, California	7 th :	Phil Ivey, Nevada	7 th :	Jason Senti, Minnesota
8 th :	Kelly Kim, California	8 th :	Kevin Schaffel, Florida	8 th :	Matt Jarvis, Canada
9 th :	Craig Marquis, Texas	9 th :	James Akenhead, England	9 th :	Soi Nguyen, California



\$50,000 POKER PLAYERS CHAMPIONSHIP – 8-GAME MIX

Saturday, July 2, 2011 – 5 PM PT – Event #55

Televised on ESPN on Tuesday, August 9, 2011 from 8-10 PM ET

The \$50,000 Poker Players Championship requires participants to play a rotation of eight popular forms of poker – Limit Hold'em, Omaha Hi-Low Split-8 or Better, Seven Card Razz, Seven Card Stud, Seven Card Stud Hi-Low Split 8 or Better, No Limit Hold'em, Pot Limit Omaha and 2-7 Triple Draw Lowball – to determine the game's greatest all-around player.

The game rotates every eight hands and all levels are 90 minutes. The tournament takes five days to complete. Players begin with 150,000 in tournament chips.

Poker greats consider the winner of the event the best all-around player because it demonstrates he or she can outplay the competition in a wide range of game variations with high stakes on the line.

The WSOP first added the \$50,000 event to its schedule in 2006 in response to player requests to participate in a high entry fee game to determine the professional poker player's true champion.

The event was an instant success and is now a mainstay at the World Series of Poker.

A special commemorative "Chip Reese Trophy" is awarded and named in honor of the inaugural winner of this event, David "Chip" Reese, who passed away in late 2007. The iconic trophy was first added for the event's champion in 2008, with the winner keeping the top part of the trophy for the year, while his name is engraved on the bottom half, etched forever in history.

The \$50,000 buy-in fee is the most expensive of the 58 events at the World Series of Poker.

No Limit Hold'em is exclusively played during the final table of the event in order to be TV-friendly.

The history of this event at the World Series of Poker is as follows:

Year	Winner	Prize	# of Entrants	Total Prize Pool
2006	Chip Reese	\$1,716,000	143	\$6,864,000
2007	Freddy Deeb	\$2,276,832	148	\$7,104,000
2008	Scotty Nguyen	\$1,989,120	148	\$7,104,000
2009	David Bach	\$1,276,806	95*	\$4,560,000
2010	Michael Mizrachi	\$1,559,046	116	\$5,568,000

*Event was not televised.

www.WSOP.com



\$25,000 HEADS UP NO LIMIT HOLD'EM CHAMPIONSHIP

Tuesday, May 31 at 5:00 PM – New Event for 2011 – Event #2

Televised on ESPN on Tuesday, August 2nd

The World Series of Poker will officially usher in its 42nd annual tournament series with a big buy-in event.

A maximum of 256 of the game's greatest one-on-one poker players will put their bankrolls and reputations on the line in this \$25,000 buy-in Heads Up event that will award the first open bracelet of the 2011 WSOP.

The \$25,000 buy-in Heads Up No Limit Hold'em Championship is structured as a four-day event, promising a deep structure to determine the game's best No Limit Hold'em one-on-one player.

This is the highest-buy-in ever for a heads up event at the WSOP.

The format is single-elimination, until the final match, which will play out as best two out of three.

Up to eight rounds of competition will occur. Players will compete in two rounds a day, with the opening day matches scheduled for 5 and 10 PM.

This is an open event, available to all players 21 and over who pay the \$25,000 entry fee.

The event begins on Tuesday, May 31 at 5:00 pm, with the final table to be contested on Friday, June 3 at 3:00 PM.

ESPN cameras will be on hand to film the action, with special emphasis on the final four match-ups. The finished television show will air in a two-hour block on Tuesday, August 2, 2011.

www.WSOP.com



LADIES NO LIMIT HOLD'EM CHAMPIONSHIP

Friday, July 1st at 12 noon – Event # 53

The World Series of Poker first offered a women's-only event in 1977. And every year since, the WSOP has been proud to offer an event exclusively for the ladies and with a prestigious gold bracelet on the line.

At the 42nd annual event this year, the ladies-only event is slated for **Friday, July 1 at 12 noon**. Since 2005, the event has been and remains a \$1,000 buy-in No Limit Hold'em tournament.

While the game of choice offered was Seven Card Stud from 1977 through 1999, the buy-in has only been at \$1,000 since 1992. From 1982 through 1991, the ladies event had a \$500 buy-in. From 1979-1981 it was \$400 and in 1978 the buy-in was \$200.

The event originally started out as a Seven Card Stud tournament with a buy-in of \$100.

In 2000, the game variation changed for the first time in the event's history, offering a ½ Limit Hold'em, ½ Seven Card Stud event. This event format stayed constant through 2003.

In 2004, the ladies event was just a Limit Hold'em tournament. In 2005, it switched to No Limit Hold'em, which has remained the same since.

Here's a look at the last decade of the ladies event:

<u>YEAR</u>	<u>WINNER'S NAME</u>	<u>PRIZE</u>	<u>ENTRANTS</u>
2010	Vanessa Hellebuyck	\$192,132	1,054
2009	Lisa Hamilton	\$195,390	1,060
2008	Svetlana Gromenkova	\$224,702	1,190
2007	Sally Anne Boyer	\$262,077	1,286
2006	Mary Jones	\$236,094	1,128
2005	Jennifer Tilly	\$158,335	601
2004	Hung Doan	\$58,530	201
2003	Barbara Rugolo	\$40,700	112
2002	Catherine Brown	\$39,880	107
2001	Nani Dollison	\$41,130	106

www.WSOP.com



World Series of Poker Player Advisory Council (PAC) Information Sheet

What is the Player Advisory Council?

It is a council made up of passionate and experienced poker players who share Caesars' vision to constantly improve the World Series of Poker.

When was the PAC formed?

The PAC was created in 2006 in order to incorporate the voice of the player in decision-making.

What is the role of the PAC?

PAC members provide the players' points of view and input in decisions being made. They share insights and opinions related to structures, schedules and operations of the World Series of Poker.

What kind of decisions are PAC members involved in?

It is fair to say the PAC has influenced, for the better, every major decision about the WSOP schedule and structures over the last five years. The PAC does not have decision-making authority, but Caesars carefully weighs all issues and gives consideration to the collective thoughts of the players.

How do you become a member of PAC?

It is an invitation-only opportunity presented by the WSOP, which seeks to have an intellectually diverse group of players who can provide fresh insights and opinions to benefit the interests of the game of poker globally.

Are members compensated?

No, it is a voluntary position requiring conference calls, data sharing and meetings.

Are members committed to serve for a certain amount of time?

No. The PAC does change and the WSOP is always open to hearing from any poker players about ways of improving the WSOP, whether they are PAC members or not. Those interested in becoming PAC members should simply express their interest and, when there are openings, they will be considered.

www.WSOP.com



Executive Bios

CAESARS
INTERACTIVE
ENTERTAINMENT



JACK EFFEL

**Tournament Director – World Series of Poker®
Vice President – International Poker Operations**

Jack Effel is the Tournament Director for the 2011 World Series of Poker, as well as the Vice President of International Poker Operations for Caesars Interactive Entertainment (CIE). The 2011 WSOP will be Jack's fifth consecutive year to serve as Tournament Director for the most prestigious poker tournament series in the world.

Effel's poker career began in 1997, and since that time he has held just about every position in poker, including: dealer, supervisor, manager, tournament director, and director of poker operations.

Effel is responsible for staffing, rule enforcement, event structure development and payout percentages, plus overseeing all tournament operations. He is a full-time employee of the Rio, working on WSOP events year-round and overseeing the development and execution of international poker operations. He manages all Caesars Las Vegas properties' tournament poker operations, as well as any special poker events held at Las Vegas Caesars properties. In addition, Effel provides poker support to all properties within the Caesars enterprise including overseeing the WSOP Circuit tour events.

Possessing an impressive background in all facets of poker operations, Effel was in the thick of things as the boom in poker exploded over the last decade. He has created innovative solutions to manage tournaments in a manner that benefits both players and the host properties. From integrating sophisticated software to manage registration and payouts or crunching numbers to produce an algorithm resulting in the fairest payout, Effel is involved in all phases of poker, relying on a bevy of real life experiences to ensure the right measures are taken to keep the World Series of Poker in its industry-leading position.

In 2005, Effel joined the World Series of Poker staff as the assistant tournament director, just months after serving in the same capacity at several WSOP Circuit Events earlier that year. Effel returned in 2006 to serve as the WSOP's co-tournament director, and he has served as the sole tournament director since 2007.

Additionally, Effel has served as the tournament director of the World Series of Poker Europe since its inception in 2007. Effel's tournament involvement began in 2000 with the World Poker Open, and he became a full-time tournament director in 2004.

It's safe to say poker has always been in Jack's blood. His father used to organize poker games in the 1930's and 40's while serving in the army, for his fellow troops. Effel is married, has four children and resides in Henderson, NV. He is originally from Dallas, TX.

www.WSOP.com



TY STEWART

Executive Director, World Series of Poker®
Vice President, Caesars Interactive Entertainment (CIE)

Ty Stewart, a six-year veteran of Caesars Entertainment, oversees marketing, event management, television, sponsorship and licensing for World Series of Poker branded events.

This past year Stewart has overseen several significant changes to the World Series of Poker event calendar. Stewart overhauled the WSOP Circuit events, complete with year-long rankings, a \$1,000,000 championship bracelet event, and a television deal with Versus. In February, Stewart outlined plans to move the World Series of Poker Europe to Cannes, France October 7-21, 2011 with a dramatically enhanced footprint and tournament schedule.

Since joining Caesars, Stewart has shown the ability to land mainstream corporate partners traditionally elusive to poker. In 2010-11, Stewart secured a multi-year extension of Jack Link's presenting sponsorship while adding brands such as Miller Lite, Amp Energy and Klipsch.

Stewart is perhaps best known for creating the modern concept for the Main Event Final Table, known to poker fans as the *November Nine*.

In 2011, Bluff Magazine ranked Stewart as the third most influential person in poker in their annual "Power 20" and the Las Vegas Business Press honored Stewart as one of the 10 "Rising Stars of Business."

Stewart has an executive role on the WSOP Governing Council and the WSOP Players Advisory Committee.

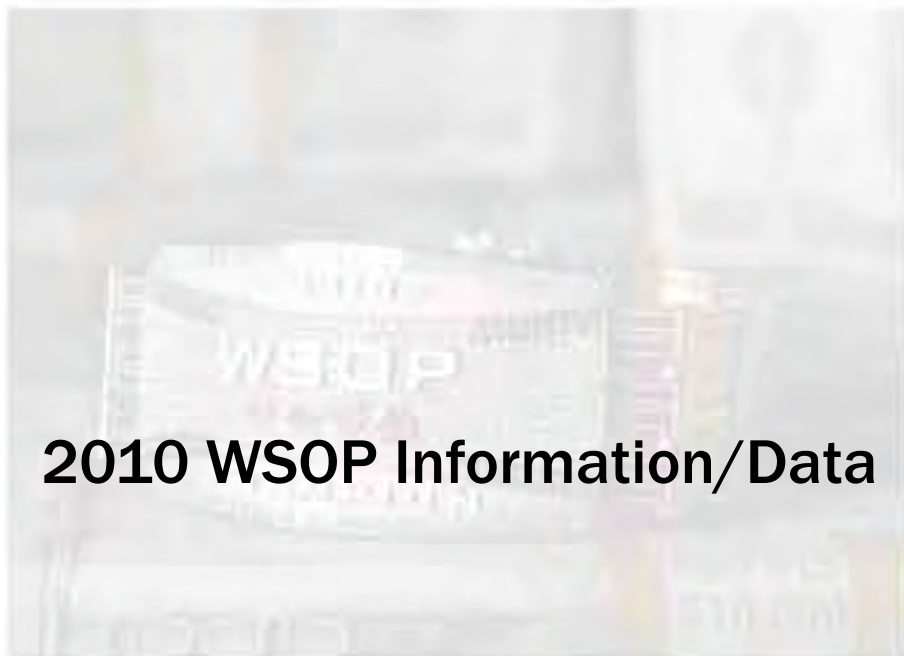
Stewart claims his biggest accomplishment in poker was Event #1 of the 2010 WSOP, where he cashed 61st, earning his first-official "in the money" finish after losing to a two-outer on the river.

Prior to joining Caesars, Stewart held a variety of ascending positions over seven years at the National Football League's headquarters in New York City. As Corporate Director, Integrated Marketing, Stewart was credited for growing league platforms like *NFL Opening Kickoff* and the *NFL Draft*. Stewart's marketing team won a number of awards for excellence in advertising & promotion including the *Brandweek* Gold REGGIE, *Promo Magazine* PRO award and the Gold ADDY.

A basketball coach's son, Stewart entered big-time sports marketing at a young age. During undergraduate studies, Stewart secured high-profile internships at CBS Sports corporate headquarters and the National Basketball Association league office.

Stewart has a bachelor's degree in speech communications from Penn State and a Masters of Business Administration from the University of Oregon. Stewart was the first Graduate Teaching Fellow at UO's prestigious Warsaw Sports Marketing Center, rated by *Sports Illustrated* as the top sports business academic program in the country, and was the first alumni named to the school's executive advisory board.

www.WSOP.com



2010 WSOP Information/Data



OFFICIAL RESULTS – 2010 WORLD SERIES OF POKER

Event	Entrants	Event	Winner	Country	1st Place	Prize Pool
1	721	\$500 Casino Employees No-Limit Hold'em	Hoai Pham	United States	\$71,424	\$324,450
2	116	\$50000 The Poker Players Championship	Michael Mizrachi	United States	\$1,559,046	\$5,568,000
3	4345	\$1000 No-Limit Hold'em	Aadam Daya	Canada	\$625,872	\$3,910,500
4	818	\$1500 Omaha Hi-Low Split-8 or Better	Michael Chow	United States	\$237,463	\$1,104,300
5	2092	\$1500 No-Limit Hold'em	Praz Bansi	United Kingdom	\$515,501	\$2,824,200
6	358	\$5000 No-Limit Hold'em Shootout (2000 players max)	Joshua Tieman	United States	\$441,692	\$16,826,001
7	291	\$2500 2-7 Triple Draw Lowball (Limit)	Peter Gelencser	Hungary	\$180,730	\$669,300
8	2341	\$1500 No-Limit Hold'em	Pascal LeFrancois	Canada	\$568,974	\$568,974
9	650	\$1500 Pot-Limit Hold'em	James Dempsey	United Kingdom	\$197,470	\$877,500
10	150	\$10000 Seven Card Stud World Championship	Men Nguyen	United States	\$394,807	\$1,410,000
11	2563	\$1500 No-Limit Hold'em	Simon Watt	New Zealand	\$614,248	\$3,460,050
12	625	\$1500 Limit Hold'em	Matt Matros	United States	\$189,870	\$843,750
13	3042	\$1000 No-Limit Hold'em	Steven Gee	United States	\$472,479	\$2,737,800
14	250	\$1500 2-7 Draw Lowball (No-Limit)	Yan Chen	United States	\$92,817	\$337,500
15	170	\$10000 Seven Card Stud Hi-Low Split-8 or Better World Championship	Frank Kassela	United States	\$447,446	\$1,598,000
16	1663	\$1500 No-Limit Hold'em / Six Handed	Carter Phillips	United States	\$482,774	\$2,245,050
17	792	\$5000 No-Limit Hold'em	Jason DeWitt	United States	\$818,959	\$3,722,400
18	476	\$2000 Limit Hold'em	Eric Buchman	United States	\$203,607	\$866,320
19	101	\$10000 2-7 Draw Lowball World Championship (No-Limit)	David Bakes Baker	United States	\$294,321	\$949,400
20	885	\$1500 Pot-Limit Omaha	Tex Barch	United States	\$256,919	\$1,194,750
21	408	\$1500 Seven Card Stud	Richard Ashby	United Kingdom	\$140,467	\$550,800
22	1054	\$1000 Ladies No-Limit Hold'em Championship	Vanessa Hellebuyck	France	\$192,132	\$948,600
23	384	\$2500 Limit Hold'em / Six Handed	Dutch Boyd	United States	\$234,065	\$234,065
24	3289	\$1000 No-Limit Hold'em	Jeffrey Tebben	United States	\$503,389	\$503,389
25	212	\$10000 Omaha Hi-Low Split-8 or Better World Championship	Sammy Farha	United States	\$488,241	\$1,992,800
26	1245	\$2500 No-Limit Hold'em / Six Handed	William Haydon	United States	\$630,031	\$2,863,500
27	644	\$1500 Seven Card Stud Hi-Low-8 or Better	David Warga	United States	\$208,682	\$869,400
28	596	\$2500 Pot-Limit Omaha	Miguel Proulx	Canada	\$315,311	\$1,370,800
29	171	\$10000 Limit Hold'em World Championship	Matt Keikoan	United States	\$425,969	\$1,607,400
30	2394	\$1500 No-Limit Hold'em	Mike Ellis	United Kingdom	\$581,851	\$3,231,900
31	828	\$1500 H.O.R.S.E.	Konstantin Puchkov	Russia	\$256,820	\$1,117,800
32	568	\$5000 No-Limit Hold'em / Six Handed	Jeffrey Papola	United States	\$667,433	\$667,433
33	482	\$2500 Pot-Limit Hold'em/Omaha	Jose-Luis Velador	United States	\$260,552	\$260,552
34	3142	\$1000 Seniors No-Limit Hold'em Championship	Harold Angle	United States	\$487,994	\$2,827,800
35	256	\$10000 Heads Up No-Limit Hold'em Championship (256 player max)	Ayaz Mahmood	United States	\$625,682	\$2,406,400
36	3102	\$1000 No-Limit Hold'em	Scott Montgomery	Canada	\$481,760	\$481,760
37	478	\$3000 H.O.R.S.E.	Phil Ivey	United States	\$329,840	\$329,840
38	268	\$10000 Pot-Limit Hold'em Championship	Valdemar Kwaysser	Hungary	\$617,214	\$2,519,200
39	1397	\$1500 No-Limit Hold'em Shootout (2,000 player max)	Steven Kelly	United States	\$381,927	\$1,885,950
40	365	\$2500 Seven Card Razz	Frank Kassela	United States	\$214,085	\$214,085
41	847	\$1500 Pot-Limit Omaha Hi-low Split-8 or Better	Steve Jelinek	United Kingdom	\$245,871	\$1,143,450
42	2521	\$1500 No-Limit Hold'em	Dean Hamrick	United States	\$604,222	\$3,403,305
43	241	\$10000 H.O.R.S.E. World Championship	Ian Gordon	United States	\$611,666	\$2,265,400
44	507	\$2500 Mixed Hold'em (Limit/No-Limit)	Gavin Smith	Canada	\$268,238	\$1,166,100
45	3097	\$1500 No-Limit Hold'em	Jesse Rockowitz	United States	\$721,373	\$4,180,950
46	284	\$5000 Pot-Limit Omaha Hi-low Split-8 or Better	Chris Bell	United States	\$327,040	\$327,040
47	3128	\$1000 No-Limit Hold'em	Shawn Busse	United States	\$485,791	\$485,791
48	453	\$2500 Mixed Event	Sigurd Eskeland	Norway	\$260,497	\$260,497
49	2543	\$1500 No-Limit Hold'em	Michael Linn	United States	\$609,493	\$3,433,050
50	460	\$5000 Pot-Limit Omaha	Chance Kornuth	United States	\$508,090	\$2,162,000
51	965	\$3000 Triple Chance No-Limit Hold'em	Ryan Welch	United States	\$559,371	\$2,663,400
52	191	\$25000 No-Limit Hold'em / Six Handed	Dan Kelly	United States	\$1,315,518	\$4,536,250
53	548	\$1500 Limit Hold'em Shootout	Brendan Taylor	United States	\$184,950	\$739,800
54	3844	\$1000 No-Limit Hold'em	Marcel Vonk	Netherlands	\$570,960	\$3,459,600
55	346	\$10000 Pot-Limit Omaha World Championship	Daniel Alaei	United States	\$780,599	\$3,252,400
56	1942	\$2500 No-Limit Hold'em	Tomer Berda	United States	\$825,976	\$4,466,600
57	7319	\$10000 No-Limit Hold'em Championship	Jonathan Duhamel	Canada	\$8,944,310	\$68,799,059



EVENT SNAPSHOT - 2010 WORLD SERIES OF POKER

Bracelet Events:	57
Total Prize Pool:	\$187,109,850
# of Total Entries:	72,966
# of Total Cashers:	7,486
# of Main Event Entries:	7,319
Largest Non-Main Event Field:	4,345 (Event #3)
Largest Prize Pool:	\$68,799,059 (Event #57)
Largest 1st Place Prize:	\$8,944,310 (Event #57)
# of Participating Countries:	117
Bracelet Winners From:	United States (38) Canada (6) United Kingdom (5) Hungary (2) France (1) Russia (1) Norway (1) New Zealand (1) Netherlands (1) Israel (1)
Multiple Bracelet Winners:	1 - Frank Kassela (Two wins)
Event Dates:	May 27, 2009 – July 17, 2010 November 6-8, 2010; Main Event Final Table
Event Location:	Rio All-Suite Hotel & Casino, Las Vegas, Nevada

www.WSOP.com



HOW \$8.9 MILLION STACKS UP

Jonathan Duhamel's win in the 2010 World Series of Poker Main Event didn't just net him the gold bracelet. He also took home \$8,944,310.

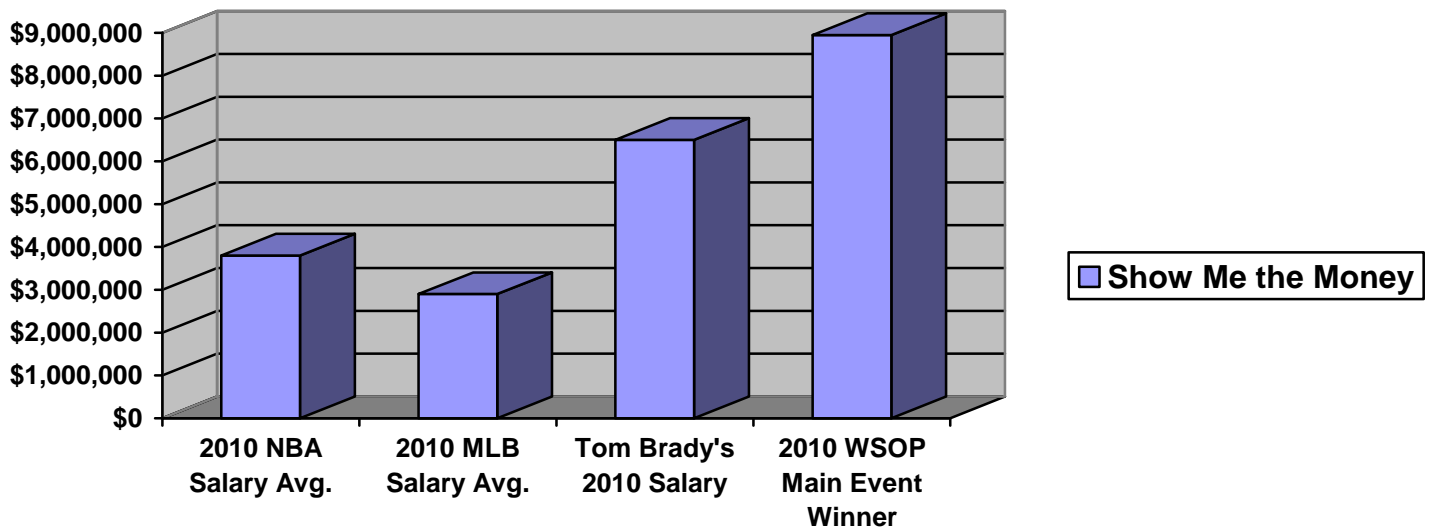
Here is how that compares:

It's \$3.8 million more than the \$5.1 million average salary of NBA players for the 2010-11 season. The NBA has the highest average player salary in U.S. pro sports.

It's more than three times the average Major League Baseball salary of \$2.9 million for 2010.

It's more than the 2010 salary of three-time Super Bowl-winning quarterback Tom Brady, who earned \$6.5 million in 2010, in the last year of his contract.

It's more than the guaranteed money paid to the NFL's No. 1 draft picks the last two years, according to *Forbes*. St. Louis Rams quarterback Sam Bradford, the league's No. 1 pick in 2010, takes home \$8.3 million a year. Detroit Lions QB Matthew Stafford, the first pick in 2009, gets \$6.9 million.



*Data courtesy of *USA Today* from story published 11/9/2010.



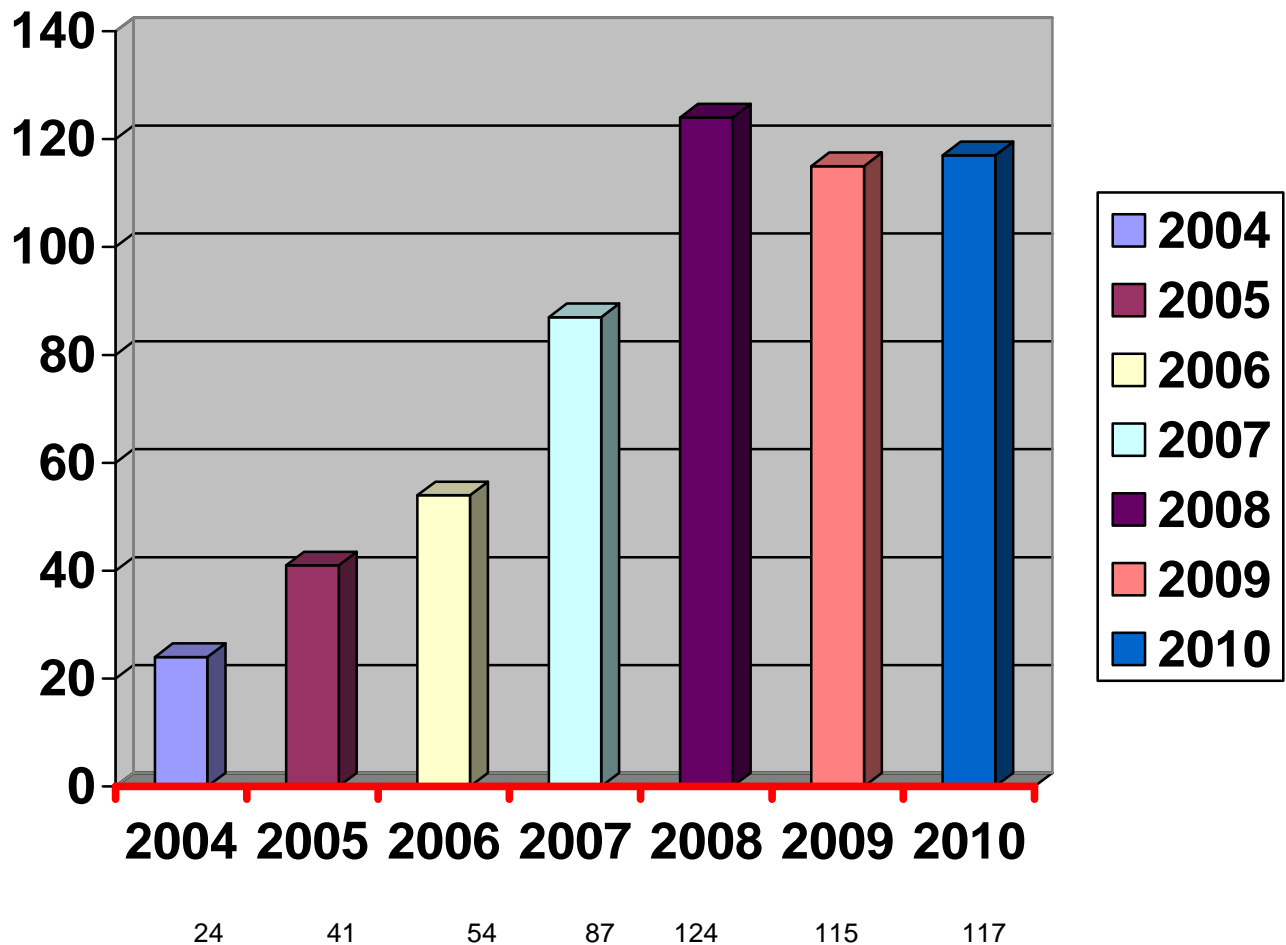
NATIONS PARTICIPATING IN WORLD SERIES OF POKER

Truly the **WORLD** Series of Poker

This graph shows the seven-year trend of the locations of participants of the World Series of Poker.

More nations participated in the WSOP in 2010 than the 2010 Winter Olympics (117 vs. 82), truly making the WSOP the Olympics of Poker.

NATIONS



Note: A nation is defined as any country, territory or location. Included in these calculations are Puerto Rico and the U.S. Virgin Islands, because the purpose is to show all the different locations people are traveling from to attend the WSOP.

www.WSOP.com



WSOP Europe



ABOUT WORLD SERIES OF POKER EUROPE

The World Series of Poker Europe (WSOPE) was established in 2007 by Caesars Entertainment to bring the excitement and entertainment of the World Series of Poker to destinations around the globe.

WSOPE is the first live tournament brand extension internationally of the world's longest-running, richest and most prestigious gaming event.

During the first four years of the WSOPE, a total of 4,389 entrants have competed for 16 gold bracelets and been awarded £21,392,500 in prize money all while competing in London, England at the Casino at the Empire in Leicester Square.

For the 2011 WSOPE, the event is on the move.

World Series of Poker Europe (WSOPE) Presented by BarrierePoker.fr will be held for the first time in Cannes, France from **October 7-20, 2011** at the Casino Barrière de Cannes Croisette and the Hôtel Majestic Barrière.

The new facilities allow the WSOPE to greatly expand its offering, as 75 poker tables are planned, double the capacity of 2010.

The World Series of Poker Europe Presented by BarrierePoker.fr will offer seven WSOP® gold bracelets.

The biggest names in poker have participated in WSOPE, including: Doyle Brunson, Johnny Chan, Annie Duke, Phil Hellmuth, David "Devilfish" Ulliott, Daniel Negreanu, John Juanda, Gus Hansen, Erik Seidel, Mike Matusow, Joe Hachem, Vanessa Rousso, Andy Bloch, David Benefield, Viktor Blom, Sorel Mizzi, Jennifer Tilly, Layne Flack, Andrew Black, Barry Greenstein, Tom Dwan, Chris Ferguson, Scotty Nguyen, Max Pescatori, Chris Bjorin, Allen Cunningham, Phil Ivey, Howard Lederer, Patrik Antonius and Annette Obrestad.

Obrestad won the largest amount ever for a female in any sporting event, £1 million – or U.S. \$2,013,102 when she won the inaugural WSOPE Main Event in 2007.

To date, ten different nations have captured a WSOPE bracelet: UK (3), USA (3), Denmark (2), Italy (2), Afghanistan, Canada, Finland, Germany, Monaco and Norway.

The list of WSOPE bracelet winners is as follows:

- 2007: Annette Obrestad (£10,000 Main Event No Limit Hold'em)
Thomas Bihl (£2,500 H.O.R.S.E.)
Dario Alioto (£5,000 Pot Limit Omaha)
- 2008: John Juanda (£10,000 Main Event No Limit Hold'em)
Theo Jorgensen (£5,000 Pot Limit Omaha)
Sherkhan Farnood (£2,500 H.O.R.S.E.)
Jesper Hougaard (£1500 No Limit)
- 2009: Barry Shulman (£10,000 Main Event No Limit Hold'em)
Jani Vilmunen (£5,000 Pot Limit Omaha)
Eric Cajelais (£2,500 ½ Pot Limit Hold'em/½ Pot Limit Omaha)
J.P. Kelly (£1,000 No Limit Hold'em)
- 2010: James Bord (£10,000 Main Event No Limit Hold'em)
Gus Hansen (£10,000 Heads Up No Limit Hold'em High Roller)
Jeffrey Lisandro (£5,000 Pot Limit Omaha)
Phil Laak (£2,500 Six-Handed No Limit Hold'em)
Scott Shelley (£1,000 No Limit Hold'em)

www.WSOP.com



BRACELET SCHEDULE – 2011 WORLD SERIES OF POKER EUROPE

Casino Barrière de Cannes Croisette and the Hôtel Majestic Barrière, Cannes, France

October 7th – 20th, 2011

Date	Day	Start	Event #	Tournament	Buy-In
10/7/2011	Friday	5 PM	1	Six Handed No Limit Hold'em - Day 1 (3 Day Event)	€2,500 + €180
10/8/2011	Saturday	12 PM	2	No Limit Hold'em – Day 1A (5 day event)	€1,000 + €90
10/8/2011	Saturday	3 PM	1	Six Handed No Limit Hold'em - Day 2	
10/9/2011	Sunday	12 PM	2	No Limit Hold'em – Day 1B (4 day event)	€1,000 + €90
10/9/2011	Sunday	3 PM	1	<i>Six Handed No Limit Hold'em - Day 3 Final Table</i>	
10/10/2011	Monday	2 PM	2	No Limit Hold'em – Day 2 (Combined Field 1A + 1B)	
10/10/2011	Monday	5 PM	3	Pot Limit Omaha (3 day event)	€5,000 + €300
10/11/2011	Tuesday	2 PM	2	<i>No Limit Hold'em – Final Table</i>	
10/11/2011	Tuesday	3 PM	3	Pot Limit Omaha (Day 2)	
10/11/2011	Tuesday	5 PM	4	No Limit Hold'em SHOOTOUT (3 day event)	€3,000 + €200
10/12/2011	Wednesday	3 PM	4	No Limit Hold'em SHOOTOUT – Day 2	
10/12/2011	Wednesday	3 PM	3	<i>Pot Limit Omaha - Final Table</i>	
10/12/2011	Wednesday	5 PM	5	Split Format – No Limit Hold'em – Day 1 (4 Day Event) Day 1 plays 9-handed Day 2 plays 6-handed Day 3, play Heads Up Day 4, Final Table	€10,000 + 400
10/13/2011	Thursday	3 PM	4	<i>No Limit Hold'em SHOOTOUT - Final Table</i>	
10/13/2011	Thursday	3 PM	5	Split Format – No Limit Hold'em – Day 2 (6-handed)	
10/13/2011	Thursday	5 PM	6	Six-Handed Pot Limit Omaha (3 day event)	€1,500 + €120
10/14/2011	Friday	3 PM	6	Six-Handed Pot Limit Omaha – Day 2	
10/14/2011	Friday	3 PM	5	Split Format – No Limit Hold'em – Day 3 – Heads Up	
10/15/2011	Saturday	12 PM	7	Main Event – No Limit Hold'em – Day 1A (5 day event)	€10,000 + €400
10/15/2011	Saturday	1 PM		Ladies Event – No Limit Hold'em (2 day event) (non-bracelet)	€500 + €50
10/15/2011	Saturday	4 PM	6	<i>Six-Handed Pot Limit Omaha – Final Table</i>	
10/15/2011	Saturday	5 PM	5	<i>Split Format – No Limit Hold'em – Final Table (Heads Up)</i>	
10/16/2011	Sunday	12 PM	7	Main Event - No Limit Hold'em - Day 1B (5 day event)	€10,000 + €400
10/17/2011	Monday	12 PM	7	Main Event - No Limit Hold'em - Day 2 (Combined Field 1A+1B)	
10/18/2011	Tuesday	12 PM	7	WSOPE Main Event Championship Day 3	
10/19/2011	Wednesday	12 PM	7	WSOPE Main Event Championship - Day 4	
10/20/2011	Thursday	12 PM	7	<i>WSOPE Main Event Championship – Final Table</i>	

www.WSOP.com



Poker Hall of Fame



POKER HALL OF FAME

The Poker Hall of Fame, established in 1979, was acquired by Caesars Entertainment along with the World Series of Poker in 2004. Though the Hall of Fame is virtual in nature, its membership includes poker's most influential players and other important contributors to the game.

There are 18 living members, and the honor of Poker Hall-of-Famer has been bestowed upon 40 individuals.

The Poker Hall of Fame traditionally elects one or two members annually. The enshrinement ceremony is now held in concert with the final table of the Main Event of the WSOP, held each November in Las Vegas. The main criteria for the Poker Hall of Fame are as follows:

- A player must have played poker against acknowledged top competition
- Be a minimum of 40 years old at time of nomination [to be known as the "Chip Reese" rule, adopted in 2011, 20 years after Reese's induction at age 40]
- Played for high stakes
- Played consistently well, gaining the respect of peers
- Stood the test of time
- Or, for non-players, contributed to the overall growth and success of the game of poker, with indelible positive and lasting results.

The list of the 40 Poker Hall of Fame members is as follows:

<u>YEAR</u>	<u>INDUCTEE</u>
1979	Nick "The Greek" Dandolos
"	James Butler "Wild Bill" Hickok
"	Edmond Hoyle
"	Felton "Corky" McCorquodale
"	Johnny Moss
"	Red Winn
"	Sid Wyman
1980	T "Blondie" Forbes
1981	Bill Boyd
1982	Tom Abdo
1983	Joe Bernstein
1984	Murph Harrold
1985	Red Hodges
1986	Henry Green
1987	Walter Clyde "Puggy" Pearson
1988	Doyle Brunson/Jack "Treetop" Strauss
1989	Fed "Sarge" Ferris
1990	Benny Binion
1991	David "Chip" Reese
1992	Thomas Austin "Amarillo Slim" Preston
1993	Jack Keller
1996	Julius Oral "Little Man" Popwell
1997	Roger Moore
2001	Stu "The Kid" Ungar
2002	Lyle Berman/Johnny Chan
2003	Bobby Baldwin
2004	Berry Johnston
2005	Crandall Addington/Jack Binion
2006	Billy Baxter/T.J. Cloutier
2007	Barbara Enright/Phil Hellmuth
2008	Henry Orenstein/Duane "Dewey" Tomko
2009	Mike Sexton
2010	Dan Harrington/Erik Seidel



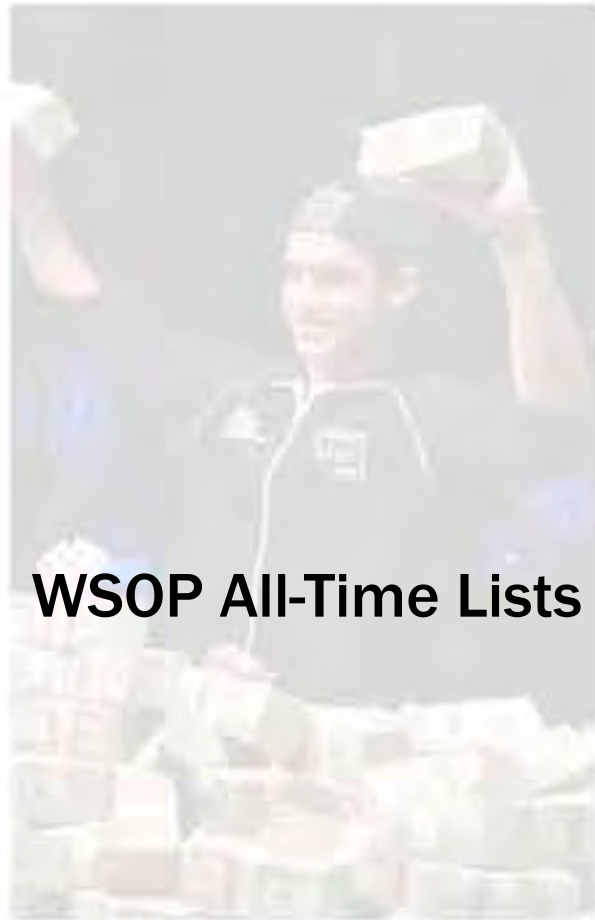
POKER HALL OF FAME VOTING GUIDELINES

As in the previous two years, the nomination, selection and voting process will culminate in the enshrinement of a worthy inductee(s) in November as part of the WSOP Main Event Final Table.

The new process will work as follows:

- From July 1 through August 14, 2011, the public will be able to cast their nominations via online submission at www.WSOP.com. Each submission will allow for a nominee name and up to 250 words supporting that nominee's worthiness.
- On or after August 15, the entire list of nominated individuals will be forwarded to the newly-created Nominating Committee, who will be tasked with reviewing all submissions and determining the final list of eligible candidates for 2011 induction. This committee will determine if any others should be added (such as non-poker players who have contributed greatly to the game, any glaring omissions, etc.) and determine the final eligible list.
- Caesars will announce the Nominating Committee's final list on or around September 15, 2011. Anyone on this list will be forwarded to the official voters, made up of current Poker Hall of Fame members and select media, who will cast ballots to determine the induction class in 2011.
- On September 16, a finalist ballot will be sent to the current Hall-of-Famers (18 living) who will each rank the nominees in order of preference – ranking only those they deem worthy of admission in 2011. Each Hall-of-Famer will also have the ability to add a write-in candidate, who won't be eligible for admission in 2011, but will automatically be added to the consideration list for 2012. In addition, a select group of media members will also be sent a ballot for ranking the finalists. All votes will be cast in private, with each PHOF and media member entitled but not obligated to keep their vote secret. After receiving back all ballots, the PHOF governing council reviews the selections and helps finalize any tiebreakers or errors.
- The two finalists receiving the most votes, as long as they are a majority, will be inducted during the enshrinement ceremony at the Final Table of Main Event in November, 2011.

www.WSOP.com



WSOP All-Time Lists



TOP 25 BRACELET LEADERBOARD – WORLD SERIES OF POKER

<u>RANK</u>	<u>NAME</u>	<u>BRACELETS</u>
1 st	Phil Hellmuth	11
2 nd	Doyle Brunson	10
"	Johnny Chan	"
4 th	Johnny Moss	9
5 th	Phil Ivey	8
"	Erik Seidel	"
7 th	Billy Baxter	7
"	Men Nguyen	"
9 th	T.J. Cloutier	6
"	Layne Flack	"
"	Jay Heimowitz	"
12 th	Gary "Bones" Berland	5
"	Allen Cunningham	"
"	Chris "Jesus" Ferguson	"
"	Ted Forrest	"
"	Berry Johnston	"
"	Jeffrey Lisandro	"
"	Scotty Nguyen	"
"	Stu "The Kid" Ungar	"
19 th	Mickey Appleman	4
"	Bobby Baldwin	"
"	David Chiu	"
"	Artie Cobb	"
"	John Juanda	"
"	Lakewood Louie	"
"	Tom McEvoy	"
"	Daniel Negreanu	"
"	Walter "Puggy" Pearson	"
"	Thomas "Amarillo Slim"	"
"	Huck Seed	"

*Through 2010 WSOPE

www.WSOP.com



TOP 25 - ALL-TIME MONEY LIST – WORLD SERIES OF POKER

<u>RANK</u>	<u>NAME</u>	<u>TOTAL WINNINGS</u>
1st	Jamie Gold	\$12,073,694
2nd	Peter Eastgate	\$9,221,395
3rd	Jonathan Duhamel	\$8,987,310
4th	Joe Cada	\$8,575,258
5th	Jerry Yang	\$8,264,023
6th	Joe Hachem	\$7,988,575
7th	Allen Cunningham	\$6,742,077
8th	Greg Raymer	\$6,492,062
9th	Ivan Demidov	\$6,448,290
10th	Paul Wasicka	\$6,219,572
11th	Phil Hellmuth	\$6,217,329
12th	John Racener	\$5,765,476
13th	Phil Ivey	\$5,294,840
14th	Darvin Moon	\$5,182,927
15th	Michael Binger	\$4,897,162
16th	Tuan Lam	\$4,851,424
17th	Scotty Nguyen	\$4,798,561
18th	Dennis Phillips	\$4,699,375
19th	Michael Mizrachi	\$4,604,319
20th	Erik Seidel	\$4,357,264
21st	T.J. Cloutier	\$4,332,974
22nd	David Williams	\$4,319,186
23rd	Johnny Chan	\$4,298,550
24th	Steve Dannenmann	\$4,271,489
25th	Joseph Cheong	\$4,161,113

Notes:

Through 2010 WSOP Europe

Figures include WSOP & WSOPE, but NOT Circuit Events

Winnings in British pounds were converted to U.S. dollars at exchange rate at time of victory
 193 players have earned at least one million dollars playing in the WSOP; 41 players have earned more than \$3 million at the WSOP.

www.WSOP.com



ALL-TIME CASHES – TOP 25 – WORLD SERIES OF POKER

<u>RANK</u>	<u>NAME</u>	<u># of LIFETIME CASHES</u>
1 st	Phil Hellmuth	79
2 nd	Men “the Master” Nguyen	70
3 rd	Chris “Jesus” Ferguson	63
4 th	Berry Johnston	61
5 th	Erik Seidel	60
6 th	Humberto Brenes	58
“	Chris Bjorin	“
“	T.J. Cloutier	57
9 th	Chau Giang	56
10 th	John Juanda	55
11 th	Brent Carter	49
“	“Miami” John Cernuto	49
13 th	Mike Sexton	48
14 th	David Chiu	47
“	Daniel Negreanu	“
	Thor Hansen	47
“	Barry Greenstein	47
18 th	Anthony Cousineau	46
19 th	Howard Lederer	44
“	An Tran	“
	Dewey Tomko	“
22 nd	Johnny Chan	43
“	Dan Heimiller	“
24 th	Phil Ivey	42
“	Steve Zolotow	“
“	Allen Cunningham	“

Notes: To cash in a WSOP event means you finished “in the money” and received a portion of the prize pool.

Through 2010 WSOP and WSOP Europe. Circuit Event cashes DO NOT count in these standings.

www.WSOP.com



ALL-TIME FINAL TABLES – TOP 25 – WORLD SERIES OF POKER

Winning poker tournaments gets you the glory – and the bracelet – but making a final table at the World Series of Poker is still considered an incredible achievement. In poker parlance, it's the equivalent of getting into the postseason or some might even say, making it to the title game.

Here's who sits atop the poker mountain in terms of final table appearances in the 41-year history of the WSOP.

<u>RANK</u>	<u>NAME</u>	<u>FINAL TABLES</u>
1 st	Phil Hellmuth	40
2 nd	Men Nguyen	39
3 rd	T.J. Cloutier	38
4 th	Erik Seidel	32
5 th	Chris Ferguson	30
6 th	Berry Johnston	29
7 th	John Cernuto	26
"	Johnny Chan	"
"	John Juanda	"
10 th	Doyle Brunson	25
11 th	Dewey Tomko	24
"	Chris Bjorin	"
13 th	Jay Heimowitz	23
"	An Tran	"
"	Howard Lederer	"
16 th	Mickey Appleman	22
"	Humberto Brenes	"
"	Huck Seed	"
19 th	Brent Carter	21
"	Phil Ivey	"
"	Daniel Negreanu	"
22 nd	Johnny Moss	20
"	Mike Sexton	"
"	Steve Zolotow	"
25 th	John Bonetti	19
"	Jack Keller	"

Through 2010 WSOP and WSOP Europe.

www.WSOP.com



MAIN EVENT CASHES – TOP 25 – WORLD SERIES OF POKER

The World Series of Poker Main Event is clearly the granddaddy of all poker tournaments. We know how hard it is to win it. Getting into the top 10% multiple times is an impressive feat. These players have cashed the most times in the 41-year history of the WSOP Main Event.

<u>RANK</u>	<u>NAME</u>	<u>MAIN EVENT CASHES</u>
1 st	Berry Johnston	10
2 nd	Humberto Brenes	8
3 rd	Mike Sexton	7
"	Jay Heimowitz	7
"	Bobby Baldwin	7
"	Phil Hellmuth	7
"	Doyle Brunson	7
8 th	Steve Lott	6
"	John Bonetti	6
"	Jason Lester	6
"	Johnny Moss	6
"	Chris Bjorin	6
"	John Esposito	6
"	Johnny Chan	6
15 th	Hamid Dastmalchi	5
"	Thor Hansen	5
"	Dan Harrington	5
"	Jack Keller	5
"	Jesse Alto	5
"	Hans "Tuna" Lund	5
"	Jim Bechtel	5
"	Robert Turner	5
"	Dewey Tomko	5
"	Donnacha O'Dea	5
"	Rod Peate	5
"	Mel Judah	5
"	Peter Hedlund	5
"	Mark Wilds	5
"	George McKeever	5

Through 2010 WSOP. Only WSOP results count towards this tabulation.

www.WSOP.com



MAIN EVENT FINAL TABLES – TOP 25 – WORLD SERIES OF POKER

Below is the list of players who have made multiple Main Event final table appearances. In 2009, Jeff Shulman made his second Main Event final table in a decade. Following is a list of other players who have made the big one multiple times during the WSOP's 41-year history:

<u>RANK</u>	<u>NAME</u>	<u>MAIN EVENT FINAL TABLES</u>
1 st	Doyle Brunson	5
"	Jesse Alto	5
3 rd	Johnny Moss	4
"	Stu Ungar	"
"	Johnny Chan	"
"	T.J. Cloutier	"
"	Dan Harrington	"
"	Berry Johnston	"
10 th	John Bonetti	3
"	Steve Lott	"
"	Bill Smith	"
"	Hamid Dastmalchi	"
"	Al Krux	"
"	Jack Keller	"
18 th	Erik Seidel	2
"	Huck Seed	"
"	Sailor Roberts	"
"	George Huber	"
"	Dave Crunkleton	"
"	Brad Daugherty	"
"	Fernando Fisdel	"
"	Donnacha O'Dea	"
"	Rod Peate	"
"	Phil Hellmuth	"
"	Jay Heimowitz	"
"	Noel Furlong	"
"	Perry Green	"
"	Mike Matusow	"
"	Mansour Matloubi	"
"	Hans Lund	"
"	Bobby Baldwin	"
"	Dewey Tomko	"
"	Jeffrey Shulman	"
"	Jim Bechtel	"
"	Mickey Appleman	"
"	Tom Jacobs	"
"	Tom Franklin	"

*Through 2010 WSOP. Only WSOP results count towards this tabulation.

www.WSOP.com



MOST CASHES *WITHOUT* A BRACELET – TOP 25 – WSOP

You can be a prolific player and still have not achieved victory on the biggest stage. Ask Dan Marino or Charles Barkley. But in an individual game like poker, it's still everyone's goal to come out on top. Here is the list of players with the most WSOP cashes in history – without winning a bracelet:

<u>RANK</u>	<u>NAME</u>	<u>CASHES</u>
1 st	Tony Cousineau	46
2 nd	Tom McCormick	33
3 rd	Lonnie Heimowitz	31
4 th	Chad Brown	30
5 th	Bill Gazes	30
“	David Plastik	“
“	Surinder Sunar	“
8 th	Trai “Danny” Dang	29
“	Mark Gregorich	“
“	Young Phan	“
11 th	David Levi	27
“	Marco Traniello	“
”	Yueqi Zhu	”
14 th	Neil Channing	26
“	Andy Bloch	“
16 th	Don Barton	24
”	Kirill Gerasimov	”
18 th	Michael Binger	23
“	Mark Wilds	“
“	Matt Lefkowitz	“
21 st	Alex Jacob	22
“	Douglas Carli	“
“	Eugene Todd	“
“	Brian Nadell	“
“	Andrew Black	“
“	Nam Le	“

Through 2010 WSOPE.

www.WSOP.com



ALL-TIME TOP 10 PLAYERS BY DECADE – WSOP HISTORY

Here is a look back on the most successful World Series of Poker players in each of the last four decades: 2000s, 1990s, 1980s and 1970s. Here's who left their mark in terms of cashes, bracelets and money won over the first 40 years of the WSOP. 2010 became the first year players can start tabulating results for the next decade, the 2010s.

1970s

Top 10 - Total Money Won

DOYLE BRUNSON	\$776,250
BOBBY BALDWIN	\$458,500
JOHNNY MOSS	\$366,150
HAL FOWLER	\$270,000
SAILOR ROBERTS	\$245,850
PUGGY PEARSON	\$219,200
BILLY BAXTER	\$155,000
PERRY GREEN	\$154,800
GEORGE HUBER	\$114,000
BOBBY HOFF	\$108,000

1970s

Top 10 – Most Bracelets

JOHNNY MOSS	7
DOYLE BRUNSON	6
BONES BERLAND	5
PUGGY PEARSON	4
BOBBY BALDWIN	4
PERRY GREEN	3
LAKEWOOD LOUIE	3
BILL BOYD	3
JIMMY CASELLA	3
6 PLAYERS TIED	2

1970s

Top 10 – Cashes

JOHNNY MOSS	9
DOLY BRUNSON	6
PUGGY PEARSON	6
BONES BERLAND	6
BOBBY BALDWIN	5
10 PLAYERS TIED	3

1980s

Top 10 - Total Money Won

JOHNNY CHAN	\$1,857,000
JACK KELLER	\$1,210,520
STU UNGAR	\$1,039,740
BERRY JOHNSTON	\$983,910
PHIL HELLMUTH	\$806,235
BILL SMITH	\$788,800
TOM McEVOY	\$758,820
FRANK HENDERSON	\$643,485
DEWEY TOMKO	\$593,580
JACK STRAUS	\$580,500

1980s

Top 10 – Most Bracelets

STU UNGAR	4
BILLY BAXTER	3
TOM McEVOY	3
DON WILLIAMS	3
JOHNNY CHAN	3
DAVID SKLANSKY	3
14 PLAYERS TIED	2

1980s

Top 10 – Cashes

CHIP REESE	16
BERRY JOHNSTON	14
DEWEY TOMKO	13
JACK KELLER	12
FRANK HENDERSON	12
STU UNGAR	11
DON WILLIAMS	11
DAVID SKLANSKY	11
TOM MCEVOY	10
JOHNNY MOSS	10

1990s

Top 10 - Total Money Won

HUCK SEED	\$1,614,844
JOHN BONETTI	\$1,417,117
HAMID DASTMALCHI	\$1,324,850
ERIK SEIDEL	\$1,297,146
DAN HARRINGTON	\$1,277,608
SCOTTY NGUYEN	\$1,254,607
PHIL HELLMUTH	\$1,237,875
MANSOUR MATLOUBI	\$1,214,062
T.J. CLOUTIER	\$1,212,806
BRAD DAUGHERTY	\$1,112,479

1990s

Top 10 – Most Bracelets

PHIL HELLMUTH	5
MEN NGUYEN	4
ERIK SEIDEL	4
T.J. CLOUTIER	3
TED FORREST	3
JOHN BONETTI	3
MAX STERN	3
27 PLAYERS TIED	2

1990s

Top 10 – Cashes

AN TRAN	24
MEN NGUYEN	24
T.J. CLOUTIER	23
MIKE SEXTON	23
BRENT CARTER	22
BERRY JOHNSTON	22
CHRIS BJORIN	20
JOHN BONETTI	20
ERIK SEIDEL	20
KEN FLATON	20

Here is an overall breakdown for 2000-2009 as well as a closer look at the last six years specifically, because the so-called poker boom that occurred near the middle of the decade.

Note: WSOP Europe statistics are counted in these numbers. WSOPE has been played for four years (2007-10). Ivan Demidov moved up the Total Money Won list by virtue of his \$616,124 cash at WSOPE in 2008, while John Juanda added a bracelet for his 2008 WSOPE Main Event victory and Jeffrey Lisandro did the same for his 2010 WSOPE win. Several players added cashes to their totals, with Chris Bjorin's 6 WSOPE cashes being the most.

2000s
Top 10 - Total Money Won

JAMIE GOLD	\$12,073,634
PETER EASTGATE	\$9,221,395
JONATHAN DUHAMEL	\$8,987,138
JOE CADA	\$8,584,121
JERRY YANG	\$8,264,023
JOE HACHEM	\$7,988,575
ALLEN CUNNINGHAM	\$6,733,139
GREG RAYMER	\$6,492,092
IVAN DEMIDOV	\$6,448,123
PAUL WASICKA	\$6,219,572

2000s
Top 10 – Most Bracelets

PHIL IVEY	8
CHRIS FERGUSON	5
JOHNNY CHAN	5
LAYNE FLACK	5
PHIL HELLMUTH	5
ALLEN CUNNINGHAM	5
JEFFREY LISANDRO	5
ERIK SEIDEL	4
JOHN JUANDA	4
4 PLAYERS TIED	3

2000s
Top 10 – Cashes

PHIL HELLMUTH	56
JOHN JUANDA	53
CHRIS FERGUSON	50
DANIEL NEGREANU	46
ANTHONY COUSINEAU	44
PHIL IVEY	42
MEN NGUYEN	42
BARRY GREENSTEIN	41
DAVID CHIU	40
ALLEN CUNNINGHAM	40

2005-2010
Top 10 - Total Money Won

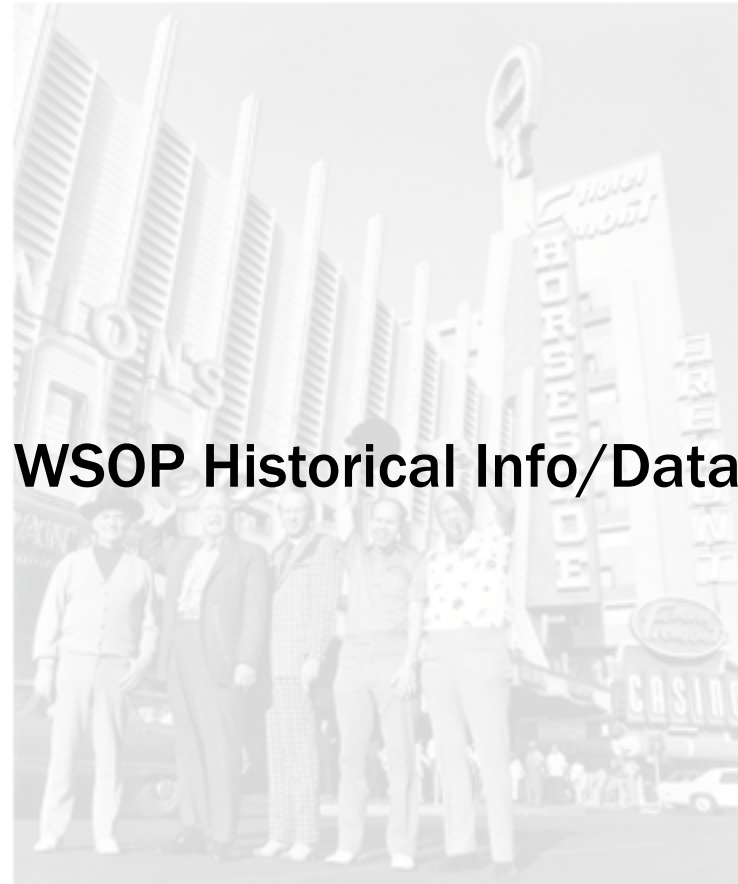
JAMIE GOLD	\$12,073,634
PETER EASTGATE	\$9,221,395
JONATHAN DUHAMEL	\$8,987,138
JOE CADA	\$8,584,121
JERRY YANG	\$8,264,023
JOE HACHEM	\$7,988,575
IVAN DEMIDOV	\$6,448,123
PAUL WASICKA	\$6,219,572
ALLEN CUNNINGHAM	\$6,072,804
JOHN RACENER	\$5,748,417

2005-2010
Top 10 – Most Bracelets

JEFFREY LISANDRO	5
PHIL IVEY	4
ALLEN CUNNINGHAM	3
DANIEL ALAEI	3
24 PLAYERS TIED	2

2005-2010
Top 10 – Cashes

PHIL HELLMUTH	34
JOHN JUANDA	33
BARRY GREENSTEIN	31
DANIEL NEGREANU	31
CHAU GIANG	29
JEFFREY LISANDRO	28
CHRIS BJORIN	27
MARCO TRANIELLO	27
CHRIS FERGUSON	26
ANTHONY COUSINEAU	26



WSOP Historical Info/Data



BRIEF HISTORY OF THE WORLD SERIES OF POKER

Though the World Series of Poker made its official debut in 1970, the idea of the Horseshoe Casino's annual tournament was actually conceived more than two decades earlier.

In the summer of 1949, as the story goes, inveterate gambler Nicholas “Nick the Greek” Dandoles approached Benny Binion with an unusual request – to challenge the best in a high-stakes poker marathon. Binion agreed to set up a match between Dandoles and the legendary Johnny Moss, with the stipulation the game be viewed in public.

During the course of the marathon, which lasted five months with breaks only for sleep, the two men played every form of poker imaginable. Moss ultimately won “the biggest game in town” and an estimated \$2 million. When the Greek lost his last pot, he arose from his chair, bowed slightly, and uttered the now-famous words, “Mr. Moss, I have to let you go.” Dandoles then went upstairs to bed.

Though significant in its own way as a chapter in poker history, the five-month marathon took on added importance to Benny Binion. He noted that the public had gathered outside the casino each day to watch the game with the fervor of dedicated sports fans, and he was amazed at the attention the event had attracted. But it wasn't until 1970 that Binion decided to re-create this excitement and stage a battle of poker giants – dubbed the “World Series of Poker” – to determine who would be worthy of the title “World Champion.” Some of the best players in the country were assembled, and Johnny Moss came out on top. The decision was democratic in that the champion was decided by popular vote.

The following year, the winner was determined by a freeze-out competition, with players being systematically eliminated until one player had all the chips. Moss again became the World Champion. In 1972, when Thomas “Amarillo Slim” Preston won the title and went on the talk-show circuit, the WSOP began to gain a wider following.

It was a year later that Binion participated in the Oral History Project at the University of Nevada-Reno and discussed the World Series of Poker (WSOP) with interviewer Mary Ellen Glass. “This poker game here gets us a lot of attention,” he told Glass. “We had seven players last year, and this year we had 13. I look to have better than 20 next year. It's even liable to get up to be 50, might get up to be more than that.” Binion then paused, and as if gazing into the future, prophesied, “It will eventually.”

In the early 1980s, with the introduction of preliminary satellite competitions with lower buy-ins, Binion's prophecy came to fruition and the popularity of the World Series of Poker soared. (A satellite is a tournament whose prize is an entry into another higher buy-in tournament).

But even Benny Binion, who passed away on Christmas Day of 1989, would have had difficulty foreseeing the enormous growth the annual tournament has experienced since.

In 1982, nine years after Mr. Binion participated in UNR's Oral History Project, the tournament drew a total of 1,253 entrants across all its events. A decade later, there were 7,593 entries and 2010's WSOP attracted 72,966 entrants. The prize money has increased exponentially as well. In 1982, a total of \$2,607,700 was awarded, while in 2010 a staggering \$187,109,850 was won. Whereas only 12 events, mostly Texas Hold'em and Seven-Card Stud, were scheduled as recently as 1988, the 2011 tournament offers 58 competitions that feature a wide variety of games.

Today, the legacy Benny Binion left the poker community ranks as the oldest, largest, most prestigious, and most media-hyped gaming competition in the world, and no doubt it holds the promise of an even brighter future. But equally important, the World Series of Poker has touched thousands of lives over the years, affording talented players the opportunity to follow their dreams, reach for the stars, and perhaps one day achieve greatness in their chosen endeavor.

www.WSOP.com

THE WORLD SERIES OF POKER GOLD BRACELET

POKER'S ULTIMATE ACHIEVEMENT

Prestige: respect or reputation derived from achievements, power, associations, etc.

-- Oxford Dictionary



There's nothing quite like it -- anywhere.

Comparisons can be made to a championship title belt in boxing, or the green jacket in golf, or the gold medal in the Olympic Games. But nothing quite compares to the one-inch by eight-inch cylinder of dazzling gold that symbolizes poker's ultimate achievement.

Indeed, the *World Series of Poker Gold Bracelet* stands apart from all other amulets of excellence for what it represents -- not just for a few world-class sports stars fortunate enough to possess great athleticism as is the case with title belts and trophies -- but rather to millions of ordinary, everyday people from all walks of life, both male and female, from more than a hundred nations around the world. The gold bracelet is a prize that can feasibly be won and ultimately worn by *anyone* driven by a dream.

Although the Gold Bracelet is accessible to millions of would-be poker champions, this is not to say winning one is easy. To the contrary, the path to a bona fide WSOP title often begins in a basement, across a kitchen table, on a laptop, or inside a college dorm room. This is usually where poker players and the most outlandish of aspirations are born.

For a fortunate few, the seeds of those aspirations flower into a WSOP Gold Bracelet, the game's greatest honor.

The WSOP began in 1970, making it the oldest and most prestigious poker competition on the planet. The annual poker festival was initially held at Binion's Horseshoe in Downtown Las Vegas, which played host to the eclectic gathering of poker aficionados and gamblers during the first 35 years. During the tournament's earliest years, winners received a trophy or a silver plate. But those accolades didn't seem appropriate for poker's motley moors and prideful traditions. Winning a WSOP championship had to be celebrated with something flashier. The keepsake had to be an ostentatious expression of personal triumph that represented overcoming the odds and defeating the world's very best.

And so, the WSOP Gold Bracelet was born.

In 1976, WSOP founder and patriarch Benny Binion decided to award Gold Bracelets for the first time. It proved to be a brilliant move. After all, other than the prominent poker face, the most visible part of a player's body while sitting at the table and competing is *the hands*. Wrists with Gold Bracelets were winners. Wrists without were losers, or at least victory hadn't come yet. The Gold Bracelet was -- and very much remains -- not just a fashion statement but poker's ultimate status symbol.

Since Binion's tasteful innovation 35 years ago, every official WSOP event is adorned with a Gold Bracelet at its apex. Every champion receives one, in addition to what often amounts to life-changing prize money. In keeping with WSOP tradition, all winners of events held before 1976 were retroactively noted as "Gold Bracelet Winners." The records and accomplishments are tabulated just as if they received an actual bracelet. (Several of the 1970-1976 winners later had special gold bracelets custom made in order to join the most chic club in poker).

The universal sentiment for the Gold Bracelet was perhaps best expressed by Hollywood actress Jennifer Tilly, who was once nominated for an Academy Award. Tilly won the 2005 Ladies WSOP Championship, and was presented with her own token of victory. Afterward, she said winning her WSOP Gold Bracelet was "better than an Oscar."

The WSOP has grown nearly every year since its inception. Now, there are more tournament events than ever, necessitated as a response to the crush of people from all over the world who now descend upon Las Vegas in an annual pilgrimage.

In 2007, the WSOP expanded to Europe, awarding the first-ever bracelets outside of Las Vegas. WSOP Europe bracelets are recognized equally alongside bracelets awarded at the (Las Vegas) WSOP and are treated and tracked in the same manner.

To date, there have been 889 Gold Bracelets awarded in World Series of Poker history. This figure includes every official WSOP event played, including tournaments during the early years when there were no actual gold bracelets awarded. It also includes the 16 gold bracelets awarded at WSOP Europe, through end of 2010.

In 2011, a total of 66 WSOP gold bracelets will be at stake. One prize will be awarded to the 2010-11 season WSOP Circuit National Champion, the culmination of 15 events throughout the United States over 10 months and two calendar years. Another 58 will be bestowed upon the individual winners of each of the 58 distinct poker tournaments being held in Las Vegas. The final seven gold bracelets will be presented on French soil for the very first time during WSOP Europe -- to be held in Cannes, France October 7-21, 2011. All of this year's bracelets will be produced by On-Tilt Designs, Ltd.

The WSOP has been owned by Caesars Entertainment (formally Harrah's) since 2004, which considers the event one of the company's most powerful and attractive assets. All those who operate the WSOP acknowledge a strong personal and corporate responsibility for protecting what for many poker players is a sacred institution. The WSOP considers the growth of the game to be the most significant factor in assessing the question about adding new events and Gold Bracelets.

Poker's popularity has exploded over the past decade, thanks in large part to the advent of the hole card camera and the Internet -- two factors which have helped to revolutionize the game and educate a whole new generation of poker players around the globe, adding millions of new players to the game, and who will eventually become tomorrow's new stars. As such, the WSOP attempts to effectively balance the supply and demand by ensuring the average number of entrants per event continues to increase in order to introduce new bracelets.

For example, in 1976 when Doyle Brunson won the first of his back-to-back WSOP Main Event WSOP titles (world championships), he bested a field of 22 to capture the crown. At the most recent WSOP, Jonathan Duhamel outlasted a field of 7,319 players.

The top three WSOP Gold Bracelet winners of all-time are Phil Hellmuth (11 wins), Doyle Brunson (10 wins) and Johnny Chan (10 wins). All three of these players are members of the Poker Hall of Fame. Each is still actively playing. Hellmuth was the last of the big three to win a WSOP title, in 2007.

“Puggy” Pearson became the first WSOP player to win three Gold Bracelets at one WSOP, which took place in 1973. That incredible feat has only been equaled four times in the 41-year history of the event -- most recently by Jeffrey Lisandro at the 40th Annual WSOP, held in 2009. Ted Forrest, Phil Ivey, and Phil Hellmuth are the other champions to have accomplished poker’s greatest trifecta.

Just as the prestige of the WSOP has grown with bigger attendance numbers and more prize money, so too has the value of winning a WSOP Gold Bracelet. Initially, WSOP gold bracelets cost a few hundred dollars each. Now, they cost several thousand dollars. The WSOP Main Event gold bracelet costs approximately \$30,000 to produce.

With the passage of time and the inevitable variations of fashion and style, WSOP Gold Bracelet designs have grown increasing more elaborate over the years. Early bracelets were simple. During some years, WSOP Gold Bracelets were simply a heavy gold chain. Now, the bracelets include diamonds and other gemstones, along with 18-karat gold – white or yellow, depending on the year and the particular bracelet. The Ladies Championship event bracelet in 2010 included pink diamonds for the very first time.

Most players keep their WSOP gold bracelets. Others gift them to close family members, particularly those have been fortunate enough to win multiples. They are considered one-of-a-kind collectibles as they indelibly serve to signify a crowning achievement in the worldwide skill game known as poker.

There are exceptions to the notion that the Gold Bracelet is a priceless keepsake. The most famous example was Peter Eastgate’s decision to sell off his treasured memento, via a public auction. The 2008 WSOP champion became the then-youngest winner in history with his victory at age 22. In 2010, Eastgate used the eBay online auction site and took bids for his bracelet with intent to donate the money to a charity (UNICEF). The winning bidder paid \$147,500 for Eastgate’s one-of-a-kind trophy.

Actual bracelet or not, winning a WSOP title is forever regarded as a career accomplishment. Possessing the hardware is not required for immortality in poker’s history books. A player goes from John Doe to “WSOP Gold Bracelet winner John Doe” the instant the final chip is stacked on poker’s grandest stage. Status is measured by one thing -- the WSOP Gold Bracelet, which brings to mind a truism offered by professional poker player Phil Gordon when he professed, “In poker there are two categories of players – those with Gold Bracelets and those without.”

The Gold Bracelet has added bonuses. Along with victory comes increased marketability for the winners. Some champions earn far more money than their initial poker prize through various endorsement deals and contracts signed afterward.

One must not confuse the WSOP Gold Bracelet with imitators. Imitation is indeed the sincerest form of flattery, and some other poker tournaments have begun to award their own “bracelets” to winners with hope of boosting the profiles of their events. However, such efforts have failed to convince players or the public that they are indeed noteworthy. In short, nothing compares to a bona fide WSOP Gold Bracelet.

At least one comparison is true. Although the World Series of Poker is without equal, the annual summer gathering in Las Vegas is indeed every poker player’s Super Bowl, Olympic Games, and World Cup, with each precious victory entwined in an inimitable emblem called the Gold Bracelet.



BY THE NUMBERS – WORLD SERIES OF POKER

(1970 THRU 2010 WSOP)

- ♣ \$1,228,375,121 – total prize money awarded
- ♦ \$8,944,310 – Amount Jonathan Duhamel won for winning 2010 Main Event
- ♠ 525,000 -- # of individual poker chips deployed to run the WSOP each year
- ♥ 420,834 – # of entrants that have competed in the WSOP
- ♣ 50,792 – # of total entrants to compete in the WSOP Main Event
- ♦ \$50,000 – Highest buy-in for a WSOP bracelet event in 2011 [Event#55 PPC 8-game Mix.]
- ♠ 41,417 – # of entrants that have cashed
- ♥ 7,318 – # of people Duhamel beat in 2010 to become champion
- ♣ 1970 – Year that the first WSOP was held at Binion's Horseshoe in Las Vegas
- ♦ 893 – # of WSOP Gold Bracelet winners [WSOP classifies all past winners as Bracelet winners]
- ♥ 888 - # of Official WSOP events [5 Mixed Double events had 2 winners, but were 1 event]
- ♥ 858 – # of gold bracelets awarded
[In 1974, the Main Event winner received a bracelet. 1975 became the first year all event winners received a gold bracelet. In 1982, gold watches were awarded to the 15 winners instead.]
- ♣ \$500 – Smallest buy-in for a WSOP bracelet event in 2011 [Event#1 – No Limit Hold'em]
- ♦ 193 - # of millionaires created by the WSOP
- ♠ 117 – # of nations represented at the 2010 WSOP [82 nations competed in Winter Olympics]
- ♥ 97 – Age of Jack Ury in 2010, the oldest player ever to compete in a WSOP event
- ♣ 40 – # of cameras ESPN uses to cover WSOP [FOX used 32 to cover Super Bowl XLIV]
- ♦ 21 years, 11 months, 22 days – Age of Joe Cada [Youngest Main Event champion in history]
- ♠ 11 - # of bracelets won by Phil Hellmuth, the most of any player in history
- ♥ 6 – # of people Moss beat in 1970 to become champion [by vote of his peers]
- ♣ \$0 – Amount Johnny Moss won for winning 1970 Main Event [won a Silver Cup]
- ♦ 1 – # of countries represented at the 1970 WSOP

www.WSOP.com



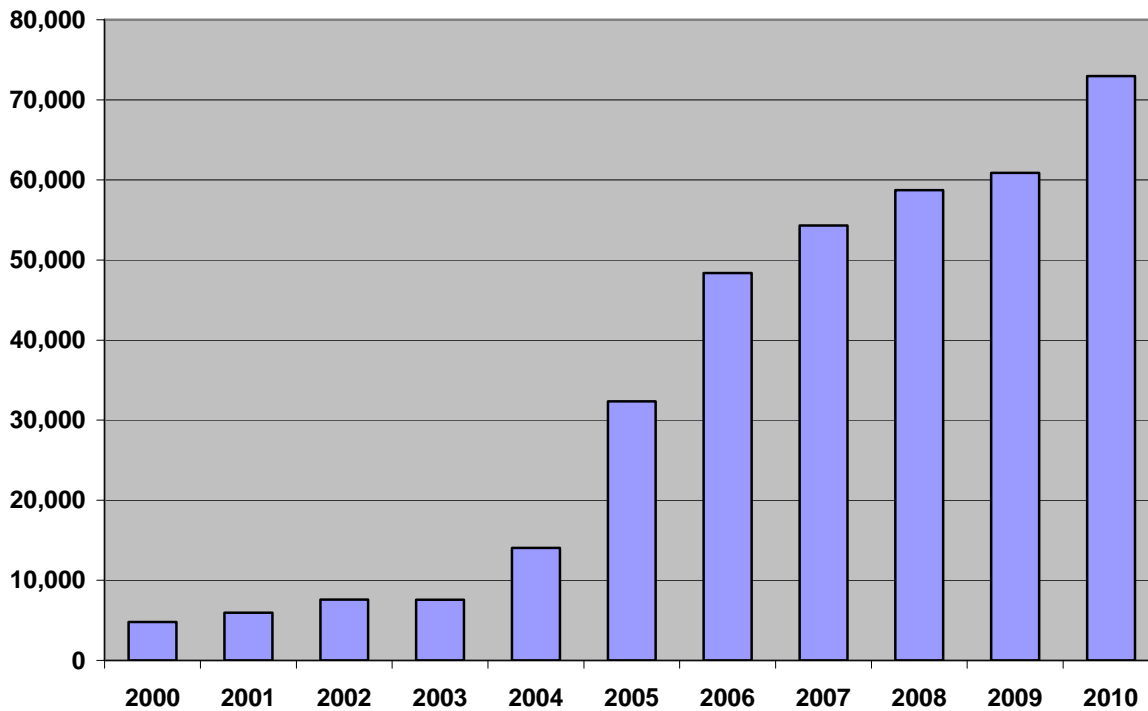
FINAL HANDS DETAILS OF WSOP MAIN EVENT

YEAR	WINNER	WINNING HAND	PRIZE	ENTRIES	RUNNER UP	LOSING HAND
1970	Johnny Moss		Silver Cup	7	Winner by vote of peers	
1971	Johnny Moss		\$30,000	6	W.C. "Puggy" Pearson	
1972	Amarillo Slim	K J	\$80,000	8	W.C. "Puggy" Pearson	6 6
1973	W.C. "Puggy" Pearson	A♠ 7♠	\$130,000	13	Johnny Moss	K♥ J♠
1974	Johnny Moss	3♥ 3♠	\$160,000	16	Crandall Addington	A♠ 2♠
1975	Brian "Sailor"	J♠ J♥	\$210,000	21	Bob Hooks	J♠ 9♠
1976	Doyle Brunson	10♠ 2♠	\$220,000	22	Jesse Alto	A♠ J♦
1977	Doyle Brunson	10♠ 2♥	\$340,000	34	Gary Berland	8♥ 5♠
1978	Bobby Baldwin	Q♦ Q♣	\$210,000	42	Crandall Addington	9♦ 9♠
1979	Hal Fowler	7♠ 6♦	\$270,000	54	Bobby Hoff	A♠ A♥
1980	Stu Ungar	5♠ 4♠	\$385,000	73	Doyle Brunson	A♥ 7♠
1981	Stu Ungar	A♥ Q♥	\$375,000	75	Perry Green	10♠ 9♦
1982	Jack Straus	A♥ 10♠	\$520,000	104	Dewey Tomko	A♦ 4♦
1983	Tom McEvoy	Q♦ Q♠	\$540,000	108	Rod Peate	K♦ J♦
1984	Jack Keller	10♥ 10♠	\$660,000	132	Byron Wolford	6♥ 4♥
1985	Bill Smith	3♠ 3♥	\$700,000	140	T. J. Cloutier	A♦ 3♠
1986	Berry Johnston	A♠ 10♥	\$570,000	141	Mike Harthcock	A♦ 8♦
1987	Johnny Chan	A♠ 9♠	\$625,000	152	Frank Henderson	4♦ 4♠
1988	Johnny Chan	J♠ 9♠	\$700,000	167	Erik Seidel	Q♣ 7♥
1989	Phil Hellmuth	9♠ 9♠	\$755,000	178	Johnny Chan	A♠ 7♠
1990	Mansour Matloubi	6♥ 6♠	\$895,000	194	Hans "Tuna" Lund	4♦ 4♠
1991	Brad Daugherty	K♠ J♠	\$1,000,000	215	Don Holt	7♥ 3♥
1992	Hamid Dastmalchi	8♥ 4♠	\$1,000,000	201	Tom Jacobs	J♦ 7♠
1993	Jim Bechtel	J♠ 6♥	\$1,000,000	220	Glenn Cozen	7♠ 4♦
1994	Russ Hamilton	K♠ 8♥	\$1,000,000	268	Hugh Vincent	8♠ 5♥
1995	Dan Harrington	9♦ 8♦	\$1,000,000	273	Howard Goldfarb	A♥ 7♠
1996	Huck Seed	9♦ 8♦	\$1,000,000	295	Bruce Van Horn	K♠ 8♠
1997	Stu Ungar	A♥ 4♠	\$1,000,000	312	John Strzemp	A♠ 8♠
1998	Scotty Nguyen	J♦ 9♠	\$1,000,000	350	Kevin McBride	Q♥ 10♥
1999	Noel Furlong	5♠ 5♦	\$1,000,000	393	Alan Goehring	6♥ 6♠
2000	Chris Ferguson	A♠ 9♠	\$1,500,000	512	T. J. Cloutier	A♦ Q♠
2001	Carlos Mortensen	K♠ Q♠	\$1,500,000	613	Dewey Tomko	A♠ A♥
2002	Robert Varkonyi	Q♦ 10♠	\$2,000,000	631	Julian Gardner	J♠ 8♠
2003	Chris Moneymaker	5♦ 4♠	\$2,500,000	839	Sam Farha	J♥ 10♦
2004	Greg Raymer	8♠ 8♦	\$5,000,000	2,576	David Williams	A♥ 4♠
2005	Joe Hachem	7♠ 3♠	\$7,500,000	5,619	Steve Dannenmann	A♦ 3♠
2006	Jamie Gold	Q♠ 9♠	\$12,000,000	8,773	Paul Wasicka	10♥ 10♠
2007	Jerry Yang	8♦ 8♠	\$8,250,000	6,358	Tuan Lam	A♦ Q♦
2008	Peter Eastgate	A♦ 5♠	\$9,152,416	6,844	Ivan Demidov	4♥ 2♥
2009	Joe Cada	9♦ 9♠	\$8,547,044	6,494	Darvin Moon	Q♦ J♦
2010	Jonathan Duhamel	A♠ J♥	\$8,944,310	7,319	John Racener	K♦ 8♦



ENTRANTS – SINCE 2000 -- WORLD SERIES OF POKER

YEAR	ENTRANTS
2000	4,780
2001	5,960
2002	7,593
2003	7,572
2004	14,054
2005	32,341
2006	48,366
2007	54,288
2008	58,720
2009	60,875
2010	72,966



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FEMALE BRACELET WINNERS AT WORLD SERIES OF POKER

<u>YEAR</u>	<u>WINNER</u>	<u>EVENT</u>
1977	Jackie McDaniels	Ladies Limit Seven Card Stud
1978	Terry King	Ladies Limit Seven Card Stud
1979	Barbara Freer	Ladies Limit Seven Card Stud
1979	Starla Brodie	Mixed Doubles No Limit Hold'em
1980	Deby Callihan	Ladies Limit Seven Card Stud
1980	Lynn Harvey	Mixed Doubles No Limit Hold'em
1981	Ruth Godfrey	Ladies Limit Seven Card Stud
1981	Juanda Matthews	Mixed Doubles Seven Card Stud
1982	June Field	Ladies Limit Seven Card Stud
1982	Dani Kelly	Mixed Doubles Seven Card Stud
1982	Vera Richmond	Limit Ace to Five Draw
1983	Carolyn Gardner	Ladies Limit Seven Card Stud
1983	Donna Doman	Mixed Doubles Seven Card Stud
1984	Karen Wolfson	Ladies Limit Seven Card Stud
1984	Sandy Stupak	Casino Operators No Limit Hold'em
1985	Rose Pifer	Ladies Limit Seven Card Stud
1986	Barbara Enright	Ladies Limit Seven Card Stud
1987	Linda Ryke Drucker	Ladies Limit Seven Card Stud
1988	Loretta Huber	Ladies Limit Seven Card Stud
1989	Alma McClelland	Ladies Limit Seven Card Stud
1990	Marie Gabart	Ladies Limit Seven Card Stud
1991	Donna Ward	Ladies Limit Seven Card Stud
1992	Shari Flanzer	Ladies Limit Seven Card Stud
1993	Phyllis Kessler	Ladies Limit Seven Card Stud
1994	Barbara Enright	Ladies Limit Seven Card Stud
1995	Starla Brodie	Ladies Limit Seven Card Stud
1996	Susie Isaacs	Ladies Limit Seven Card Stud
1996	Barbara Enright	Pot Limit Hold'em
1997	Susie Isaacs	Ladies Limit Seven Card Stud
1997	Linda Johnson	Limit Razz
1997	Maria Stern	Limit Seven Card Stud
1998	Mandy Commanda	Ladies Limit Seven Card Stud
1999	Christina Pie	Ladies Limit Seven Card Stud
2000	Nani Dollison	Ladies Limit Hold'em & Seven Card Stud
2000	Jerri Thomas	Limit Seven Card Stud
2000	Jennifer Harman	No Limit 2-7 Lowball
2001	Nani Dollison	Ladies Limit Hold'em & Seven Card Stud
2001	Nani Dollison	Limit Hold'em
2002	Catherine Brown	Ladies Limit Hold'em & Seven Card Stud
2002	Jennifer Harman	Limit Hold'em
2003	Barbara Ruqolo	Ladies Limit Hold'em & Seven Card Stud
2004	Hung Doan	Ladies Limit Hold'em
2004	Annie Duke	Omaha Hi Lo Split 8 or Better
2004	Cyndy Violette	Seven Card Stud Hi Lo Split 8 or Better
2004	Kathy Liebert	Limit Hold'em Shootout
2005	Jennifer Tilly	Ladies No Limit Hold'em
2006	Mary Jones Meyer	Ladies No Limit Hold'em
2006	Clare Miller	Seniors No Limit Hold'em
2007	Sally Boyer	Ladies No Limit Hold'em
2007	Katia Thater	Seven Card Razz
2007	Annette Obrestad	WSOPE Main Event No Limit Hold'em
2008	Svetlana Gromenkova	Ladies No Limit Hold'em
2008	Vanessa Selbst	Pot Limit Omaha
2009	Lisa Hamilton	Ladies No Limit Hold'em
2010	Vanessa Hellebuyck	Ladies No Limit Hold'em

*Bold Name = Open Event without partner

www.WSOP.com



MULTIPLE BRACELET WINNERS IN SINGLE YEAR – WORLD SERIES OF POKER HISTORY

With modern day fields numbering in the thousands and including top-notch players from around the world, winning multiple bracelets in a single year is a rare achievement. Here's who has done it in a single year at the WSOP

Though five players did it in 2009 (win multiple bracelets), only 2010 WSOP Player of the Year Frank Kassela achieved the feat in 2010. The record for most players in a year was six, in 2003.

<u>YEAR</u>	<u>NAME</u>	<u>EVENT</u>
2010	Frank Kassela	#15: \$10K 7-Card Stud 8w Split ; #40: \$2500 7-Card Razz
2009	Jeffrey Lisandro	#16: \$1,500 7-Card Stud; #44: \$2,500 7-Card Razz; #37: \$10K 7-Card Stud 8
2009	John "Brock" Parker	#14: \$2,500 Limit Hold'em Six-Handed; #19: \$2,500 No-Limit Hold'em Six-Handed
2009	Phil Ivey	#8: \$2,500 No-Limit Deuce to 7-Draw Lowball; #25: \$2,500 Omaha/7-Card Stud 8
2009	Greg Mueller	#33: \$10,000 World Championship Limit Hold'em; #50: \$1,500 Limit Hold'em Shootout
2009	J.P. Kelly	#20: \$1,500 Pot-Limit Hold'em; WSOPE #1: £1,000 No Limit Hold'em
2008	Jesper Hougaard	#36: \$1,500 No Limit Hold'em; WSOPE #1: £1,500 No Limit Hold'em
2008	John Phan	#29: \$3,000 No Limit Hold'em; #40: \$2,500 2 7 Triple Draw Lowball - Limit
2007	Tom Schneider	#5: \$2,500 Omaha/7-Card Stud 8 ; #46: \$1,000 7-Card Stud 8r
2006	Jeff Madsen	#22: \$2,000 No Limit Hold'em; #30: \$5,000 No Limit Hold'em Six-Handed
2006	Bill Chen	#7: \$3,000 Limit Hold'em; #21: \$2,500 Six-Handed No-Limit Hold'em
2005	Mark Seif	#15: \$1,500 Limit Hold'em Shootout; #22: \$1,500 No Limit Hold'em
2004	Ted Forrest	#3: \$1,500 7-Card Stud; #23: \$1,500 No Limit Hold'em
2004	Scott Fischman	#9: \$1,500 No Limit Hold'em; #12: \$2,000 H.O.R.S.E.
2003	Chris Ferguson	#4: \$2,000 Limit Omaha 8; #10: \$2,000 Limit Hold'em & 7-Card Stud
2003	John Juanda	#21: \$2,500 Limit 7-Card Stud; #33: \$2,500 Pot Limit Omaha (w/Re-buys)
2003	Johnny Chan	#15: \$5,000: No Limit Hold'em; #24: \$5,000 Pot Limit Omaha
2003	Layne Flack	#18: \$2,500 Limit Omaha 8; #25: \$1,500 Shootout Limit Hold'em
2003	Men Nguyen	#31: \$5,000 Limit 7-Card Stud; #35: \$1,500 Limit Triple Draw
2003	Phil Hellmuth	#12: \$2,500 Limit Hold'em; #32: \$3,000 No Limit Hold'em
2002	Phil Ivey	#5: \$1,500 Limit 7-Card Stud; #16: \$2,500 Limit 7-Card Stud 8; #23: \$2,000 Limit S.H.O.E.
2002	Layne Flack	#4: \$2,000 No Limit Hold'em; #19: 41,500 No Limit Hold'em
2001	Nani Dollison	#2: \$2,000 Limit Hold'em; #26: \$1,000 Ladies Limit Hold'em & 7-Card Stud
2001	Scotty Nguyen	#14: \$2,500 Pot Limit Omaha; #23: \$5,000 Limit Omaha 8
2000	Chris Ferguson	#9: \$2,500 Limit 7-Card Stud; #25: \$10,000 No Limit Hold'em Main Event
1997	Max Stern	#12: \$2,500 Limit 7-Card Stud 8; #17: \$3,000 No Limit Hold'em
1995	Men Nguyen	#11: \$2,500 Limit 7-Card Stud 8; #16: \$2,500 Limit Hold'em
1995	Hilbert Shirey	#18: \$2,500 Pot Limit Omaha (w/Re-buys); #19: \$2,500 Pot Limit Hold'em
1995	Dan Harrington	#21: \$2,500 No Limit Hold'em; #25: \$10,000 No Limit Hold'em Main Event
1994	T.J. Cloutier	#14: \$1,500 Limit Omaha 8; #15: \$2,500 Pot Limit Hold'em
1993	Phil Hellmuth	#7: \$2,500 No Limit Hold'em; #8: \$1,500 No Limit Hold'em; #9: \$5,000 Limit Hold'em
1993	Ted Forrest	#11: \$5,000 Limit 7-Card Stud; #12: \$1,500 Limit Razz; #13: \$1,500 Limit Omaha 8
1993	Humberto Brenes	#16: \$2,500 Pot Limit Omaha; #17: \$2,500 Limit Hold'em
1984	Dewey Tomko	#11: \$10,000 No Limit Deuce to 7-Lowball; #12: \$5,000 Pot Limit Omaha w/Re-buys
1984	Jack Keller	#7: \$5,000 Limit 7-Card Stud; #14: \$10,000 Main Event World Championship
1983	Tom McEvoy	#10: \$1,000 Limit Hold'em; #14: \$10,000 No Limit Hold'em Main Event
1982	David Sklansky	#7: \$800 Mixed Doubles – Limit 7-Card Stud; #12: \$1,000 Limit Draw High
1982	Billy Baxter	#1: \$2,500 No Limit Ace to Five Draw; #2: \$10,000 No Limit Deuce to 7-Lowball
1981	Stu Ungar	#12: \$10,000 No Limit Deuce to 7-Lowball; #13: \$10,000 No Limit Hold'em Main Event
1979	Gary "Bones"	#2: \$500 Limit 7-Card Stud; #3: \$1,000 Limit 7-Card Stud 8
1979	Lakewood Louie	#7: \$1,000 Limit Ace to Five Draw; #8: \$2,000 Limit Draw High
1978	Gary "Bones" Berland	#2: \$1,000 Limit Razz; #3: \$500 Limit 7-Card Stud
1977	Doyle Brunson	#5: \$10,000 Limit 7-Card Stud 8; #13: \$10,000 No Limit Hold'em Main Event
1977	Bobby Baldwin	#2: \$10,000 No Limit Deuce to 7-Lowball; #3: \$5,000 Limit 7-Card Stud
1976	Doyle Brunson	#3: \$5,000 No Limit Deuce to 7-Lowball; #8: \$10,000 No Limit Hold'em Main Event
1976	Howard "Tahoe"	#1: \$2,500 No Limit Hold'em; #2: \$1,000 No Limit Hold'em
1974	Jimmy Casella	#1: \$10,000 Limit 7-Card Stud; #2: \$1,000 Limit Razz
1973	Puggy Pearson	#1: \$4,000 Limit 7-Card Stud; #3: 1,000 No Limit Hold'em; #7: \$10,000 No Limit Hold'em Main Event
1971	Johnny Moss	#4: \$1,000 Limit Ace to Five Draw; #5: \$5,000 No Limit Hold'em Main Event



FAMOUS WSOP HANDS

Pocket Nines

This has been the winning hand three times in the 41-year history of the WSOP Main Event – and became the most common WSOP Main Event winning hand in history in 2009. It also was the losing hand once.

In 1975, Brian “Sailor” Roberts won the Main Event with pocket nines, besting Bob Hooks’ Ace-King, giving Roberts his second and final WSOP bracelet.

1975 Brian “Sailor” Roberts 9♠ 9♥ \$210,000 Bob Hooks A♠ K♦

In 1989, Phil Hellmuth became the then-youngest Main Event champion when he rode his two black pocket nines to victory over Johnny Chan and his Ace-Seven. Chan was the two-time defending Main Event champion, but Hellmuth made WSOP history at age 24 with this famous hand.

1989 Phil Hellmuth, Jr. 9♠ 9♣ \$755,000 Johnny Chan A♠ 7♠

In 2009, Joe Cada dethroned Peter Eastgate and became the youngest-ever Main Event champion at age 21. Cada earned \$8.547 million for the victory and made the most remarkable comeback in final table history. After having just 2 million of the 195 million chips in play at one point, Cada ended up capturing them all, completing his run to the record books with this historic hand.

2009 Joe Cada 9♦ 9♣ \$8,547,044 Darvin Moon Q♦ J♦

Ten-Two

The cards made famous by “Texas Dolly” Doyle Brunson, who won his back-to-back WSOP Main Event Championships in 1976 and 1977 holding these identical hole cards on his final hand. In 1976, he bested Jesse Alto’s Ace-Jack to capture his first WSOP Main Event bracelet, and the next year Gary “Bones” Berland’s 8-5 fell victim to the 10-2 Brunson held in winning his second consecutive WSOP Main Event.

1976 Doyle Brunson 10♠ 2♠ \$220,000 Jesse Alto A♠ J♦

1977 Doyle Brunson 10♠ 2♥ \$340,000 Gary Berland 8♥ 5♣

Pair of Queens

In a dramatic conclusion to the 1978 WSOP Main Event, Bobby Baldwin captured the title when his pocket queens bested Crandall Addington’s pocket nines. These future Poker Hall of Famers both flopped a set on the hand, but it was the Queens of Baldwin that maintained the lead to give him his first WSOP Main Event and his third WSOP bracelet.

1978 Bobby Baldwin Q♦ Q♣ 210,000 Crandall Addington 9♦ 9♣

Five-Four

After carrying out a bluff in the late stages of the 2003 WSOP Main Event, the aptly-named Chris Moneymaker completed his remarkable run on this memorable hand. With 5-4 off-suit, Moneymaker and runner-up Sam Farha saw a flop of J-5-4, with Farha holding J-10. Moneymaker was ahead with two pair but, with Farha holding top pair after the flop, all the chips were in the middle, and a river 5 gave Moneymaker the full house and history’s most memorable WSOP Main Event title.

2003 Chris Moneymaker 5♦ 4♠ \$2,500,000 Sam Farha J♥ 10♦

Ace-Nine

Chris “Jesus” Ferguson won the 2000 WSOP Main Event when he bested T.J. Cloutier. Ferguson had a 10 to 1 chip advantage when heads-up play began, and after a see-saw battle, Ferguson called Cloutier’s all-in. Cloutier had Ace-Queen. Ferguson looked in trouble holding Ace-Nine. But a miraculous nine on the river gave Ferguson a pair of nines, and the 2000 WSOP Main Event victory.

2000 Chris Ferguson A♠ 9♣ \$1,500,000 T.J. Cloutier A♦ Q♣

Ace-Four

Stu Ungar won his third and final WSOP Main Event in 1997 after his Ace-Four beat John Strzemp's Ace-Eight, when a river deuce gave Ungar the wheel straight and the victory. But the remarkable thing about Ungar's feat was the fact he almost didn't get in the tournament to begin with. He was the last person registered, just before registration closed after spending the 24 hours prior to the tournament trying to raise or borrow the \$10,000 needed to enter. He went on to complete the trifecta, winning his final Main Event title 16 years after he last accomplished the feat.

1997 Stu Ungar A♥ 4♣ \$1,000,000 John Strzemp A♠ 8♣

Jack-Nine

This famous hand was immortalized in the movie *Rounders*, in which Johnny Chan had a cameo and Erik Seidel became infamous. Chan won his second of back-to-back WSOP Main Events in 1988, and he would have become the only player to do it three times in a row if it wasn't for a kid named Hellmuth. Chan's Jack-Nine of Clubs bested Seidel's Queen-Seven in the 1988 WSOP Main Event. The flop came Q-8-10, with Chan flopping a straight and Seidel grabbing top pair. Chan raised; Seidel re-raised and Chan called. After a harmless 2 on the turn, both players checked. With a 6 on the river, Seidel shoved all-in, and Chan quickly called realizing he had successfully trapped Seidel.

1988 Johnny Chan J♣ 9♣ \$700,000 Erik Seidel Q♣ 7♥

Cracked Aces

The best starting hand – pocket Aces – has only been involved in two WSOP Main Event final hands in history. And both times, the Aces were cracked! In the 1979 Main Event, Hal Fowler's seven-six off-suit cracked the Pocket Aces of Bobby Hoff when he hit a gut shot straight. Fowler is considered the first amateur to ever win the WSOP Main Event.

1979 Hal Fowler 7♠ 6♦ \$270,000 Bobby Hoff A♠ A♥

In 2001, Hall-of-Famer Dewey Tomko suffered the same fate in the final hand of the Main Event when Juan Carlos Mortensen's King-Queen of clubs bested Tomko's pocket rockets, when a nine on the river gave him a King-high straight. For Tomko, it was the second time he had finished runner-up in the Main Event, joining T.J. Cloutier, Crandall Addington and Puggy Pearson as the only players to accomplish that feat.

2001 Juan Carlos Mortensen K♣ Q♣ \$1,500,000 Dewey Tomko A♠ A♥

Pocket Kings

The second best starting hand in Texas Hold'em has never been achieved in the final hand in the 41-year history of the World Series of Poker Main Event. No player has either won or lost the Main Event holding pocket kings. In fact, only three times in WSOP Main Event history has a player holding even one King went on to win the Main Event! (1972, 1994 and 2001).

Nine Lives

There have been 41 WSOP Main Events in history, and remarkably, the winner in 24.3% of them (10) has held a nine in his final hand – the most common starting card of them all for WSOP Main Event winners. An Ace occurred in 22% of the winning hands (9), the second most common hole card for WSOP winners. No other card in the deck has exceeded the statistical average.



AMATEURS WHO HAVE WON THE WSOP MAIN EVENT

The champion of the \$10,000 No-Limit Hold'em World Championship Main Event has been won 15 times by an amateur (a poker player who, at the time of his or her win, had supported him-or herself in a vocation other than poker) – and seven of the last nine years.

Joe Cada, who won the 2009 WSOP Main Event, broke the streak of seven consecutive years of an amateur winning the WSOP Main Event.

Because Cada had earned a living as a poker player prior to the WSOP, he is officially classified as a professional.

In 41 years of Main Event champions, a professional has won 26 times, or 63.4% of the time.

Here's a look at the amateurs who have won the Main Event and their occupations at the time of their historic victory:

<u>YEAR</u>	<u>NAME</u>	<u>OCCUPATION</u>
1979	Hal Fowler	Advertising Executive
1983	Tom McEvoy	Accountant
1989	Phil Hellmuth	Student
1990	Mansour Matloubi	Hotel Investor/Manager
1992	Hamid Dastmalchi	Real Estate Investor
1993	Jim Bechtel	Farmer
1995	Dan Harrington	Attorney
1999	Noel Furlong	Carpet Company Owner
2002	Robert Varkonyi	Investor
2003	Chris Moneymaker	Accountant
2004	Grey Raymer	Corporate Attorney
2005	Joe Hachem	Chiropractor
2006	Jamie Gold	Talent Agent
2007	Jerry Yang	Psychologist/Social Worker
2008	Peter Eastgate	Student



CELEBRITY PARTICIPANTS IN WORLD SERIES OF POKER

Ben Affleck
Casey Affleck
Jason Alexander
Louis Anderson
Rene Angelil
Hank Azaria
Paul Azinger
Charles Barkley
Milton Berle
Wilfred Brimley
Bruce Buffer
Dr. Jerry Buss
Dean Cain
Jose Canseco
Cedric the Entertainer
Don Cheadle
Tony Curtis
Matt Damon
Shannon Elizabeth
Jordan Farmar
Jeff Fenech
Danny Masterson
Norm McDonald
Rocco Mediate
Shanna Moakler
Nelly
Peter Northug
Ed Norton
Mekhi Phifer
Lou Diamond Phillips
Laura Prepon
Joe Reitman
Jeremy Roenick
Richard Roeper
Mimi Rogers
Ray Romano
Adam Sandler
Telly Savalas
Shannon Sharpe

Larry Flynt
James Garner
Brad Garrett
Willie Garson
David Alan Grier
Forrest Griffin
Anthony Michael Hall
Anne Heche
Orel Hershiser
Cheryl Hines
Evander Holyfield
Kelly Hu
Scott Ian
Gabe Kaplan
Ricki Lake
Lennox Lewis
Chuck Liddell
George Lopez
Tobey Maguire
Shawn Marion
Chris Masterson
Sarah Silverman
Sam Simon
Jean Smart
Emmitt Smith
Kenny Smith
Kevin Smith
Mena Suvari
Antonio Tarver
Jennifer Tilly
Vince Van Patton
Donnie Wahlberg
David Wells
Hershel Walker
Shane Warne
Marlon Wayans
Montel Williams
James Woods
Steve Wynn

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Sponsorship/Partner Info

May 2011



Contacts:

Nancy Knutson
Jack Link's Beef Jerky
(715) 466-2234
nancyk@jacklinks.com

Seth Palansky
World Series of Poker
(702) 407-6344
spalansky@caesars.com

JACK LINK'S BEEF JERKY HISTORY BACKGROUNDER

The story of Jack Link's® Beef Jerky is a story of family traditions. It began with treasured family recipes that were passed from generation to generation, ultimately transforming a small North Woods business into one of the fastest-growing meat snack manufacturers in the world.

The foundation was laid in the 1880s, when Jack Link's great-grandfather, Chris, came to America from the Old Country and settled in the wilderness of northern Wisconsin. Tucked away in his belongings were some of his most prized possessions—his sausage recipes.

From the first day Chris staked his claim in Minong, Wis., a new American tradition was born. Chris Link's sausages and smoked meats became legendary among the lumberjacks and pioneer farmers of Wisconsin's great North Woods.

Years later, Chris' son Earl opened Minong's very first general store and butcher shop. He sold everything from horseshoes and nails to pickles and sausages. Earl continued the family's tradition of making the best jerky and sausages folks had ever tasted.

Earl's son—Wilfred “Wolf” Link—was born in 1916. Wolf accompanied his father everywhere and practically grew up in the general store. He learned early on what it took to be the best in the meat business. Wolf grew up and followed in the family's footsteps, making a name for himself in the cattle business. Years later, Wolf married and before too long, had a son named Jack.

As a young boy, Jack followed Wolf everywhere, learning all about cattle, the meat business and how to make the best meat products possible. Over time, Jack married Mary Jo and they had two sons. Jack honored his heritage and carved out a healthy business, for his own family, by supplying top-quality beef to stores and restaurants throughout the Northland.

It was while hunting with his boys that Jack had the idea to begin making jerky using his family's Old World recipes. Working with his sons, Jack perfected his great-grandfather's recipes. The jerky was so good that the Links' friends and neighbors were continually clamoring for more. The Links decided to share their jerky with the folks in the region and began making large batches of jerky, which they sold to small stores across northern Wisconsin. Their first product—Jack Link's Beef Steaks—became a staple snack for folks in the area and spurred dramatic growth for the company. The Links' reputation for quality grew throughout the region and a business was born.

Over the years, as consumer demand for convenient, high-quality snack foods increased, so did the company's product offerings and distribution network. Today Jack Link's is the fastest-growing meat snack manufacturer in the world, and sells more than 100 different meat snack products in more than 40 countries. More than a century has passed, but the Link family principles and traditions remain the same: hard work, integrity and a commitment to earn consumer respect by delivering the best-tasting meat snacks in the world.

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May 2011



Contacts:

Nancy Knutson
Jack Link's Beef Jerky
(715) 466-2234
nancyk@jacklinks.com

Seth Palansky
World Series of Poker
(702) 407-6344
spalansky@caesars.com

Jack Link's products are available in more than 40 countries worldwide including but not limited to:

- Australia
- Bahamas
- Belgium
- Belize
- Bermuda
- Brazil
- Canada
- China
- Columbia
- Costa Rica
- Cyprus
- Denmark
- Dominican Republic
- El Salvador
- France
- Germany
- Grenada
- Guyana
- Haiti
- Hawaii
- Hong Kong
- Indonesia
- Japan
- South Korea
- Mexico
- Netherlands
- New Zealand
- Northern Marianas Islands
- Panama
- Poland
- Portugal
- Singapore
- Sweden
- Taiwan
- United Arab Emirates
- United Kingdom
- Uruguay
- Venezuela

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May 2011



Contacts:

Nancy Knutson
Jack Link's Beef Jerky
(715) 466-2234
nancyk@jacklinks.com

Seth Palansky
World Series of Poker
(702) 407-6344
spalansky@caesars.com

JACK LINK'S® BEEF JERKY PRODUCT BACKGROUNDER

It's no surprise that Jack Link's® Beef Jerky is the leader in the nearly \$3 billion meat snack category. Jack Link's produces more than 100 premium meat snack items using only the finest cuts of meat, savory seasonings and an exacting attention to detail. From traditional Jerky to Beef Steak Nuggets, Jack Link's has a flavor and texture to satisfy even the most discerning palate. For specific ingredient and nutritional information about any Jack Link's item, visit the Products section at JackLinks.com.

Jerky

Jack Link's Jerky is made with only premium cuts of 100 percent beef, turkey, pork and buffalo seasoned with a unique blend of spices and gently smoked for an unmistakable, authentic jerky taste. Jack Link's Jerky is low in fat, calories, carbs and trans fats, yet high in protein. Varieties and flavors include Original, Teriyaki, Peppered, Hickory Smoked, Sweet & Hot, KC Masterpiece® Barbecue, Jalapeño Carne Seca, A1® Steak Sauce, Original Hickory Smokehouse, Sweet & Spicy Thai and Steakhouse Recipe Beef; Maple & Brown Sugar Ham; Original Turkey; and Original Buffalo. Other jerky products include Original Beef Jerky Chew and Teriyaki Beef Jerky Chew.

Tender Cuts

Jack Link's Marinated Prime Rib Tender Cuts are made from cuts of premium beef marinated in a special signature blend sauce, naturally smoked, and slow cooked for enhanced tenderness and savory flavor. Jack Link's Marinated Prime Rib Tender Cuts are a satisfying on-the-go snack.

Nuggets

Jack Link's Nuggets are made from tender cuts of lean, 100 percent beef, chicken, turkey or pork, seasoned with a secret blend of spices, mesquite smoked and slow cooked to intensify the tender, rich and hearty, natural goodness. Jack Link's Nuggets are the perfect anytime, anywhere snack. Flavors include Original Beef Steak, Peppered Beef Steak, Teriyaki Beef Steak, A1® Steak Sauce Beef Steak, and Sweet & Hot Beef Steak, Flamin' Buffalo Chicken, Sesame Teriyaki Chicken, Oven Roasted Turkey and Maple Glazed Baked Ham.

MATADOR

MATADOR is a bold new brand for teens with an action-driven lifestyle. MATADOR Snack Sticks and Jerky offer the perfect blend of snappy texture, bold flavor and brand attitude that teens crave, with the quality that consumers expect from the Jack Link's brand. MATADOR Snack Sticks flavors include Original, Mild and Flamin' Hot. MATADOR Jerky flavors include Original, Teriyaki, Sizzling Sweet and Smokin' BBQ.

Sasquatch™ Big Snacks

Sasquatch Big Snacks are easily the largest meat snacks on the market. Available in sticks and steaks, these larger-than-life meat snacks measure in at a colossal 16 inches or 18 inches in length, respectively. With a direct connection to Jack Link's iconic Messin' With Sasquatch marketing campaign, teens and young adults will now find Sasquatch Big Snacks larger-than-life in stores nationwide. Sasquatch™ Big Stick flavors include Happy (mild), Angry (original) and Furious (hot). Sasquatch Big Steak flavors include Angry (original) and Zen (teriyaki).



Steaks

Jack Link's Steaks are made from premium strips of lean, 100 percent beef or turkey seasoned with a unique blend of spices and smoked with mesquite for a softer, more tender chew than traditional jerky — with all of the satisfying taste. Jack Link's steak-to-go varieties and flavors include Original, Steakhouse Recipe, Hickory Smoked, Sweet & Hot, Teriyaki, Peppered, Kickin' Cajun, KC® Masterpiece Barbecue Beef; and Original Turkey and Oven Roasted Turkey Strips.

Jack Link's Classics

Jack Link's Classics Beef Jerky promises classic taste at a classic price. Wrapped in classic, retro-themed packaging, the Classics line is available in both sticks and jerky. Jack Link's Classics are pre-priced at \$.99 for a 1.02-ounce beef stick; two 0.45-ounce beef sticks for \$1.00; or \$2.99 for a 2.5-ounce package of beef jerky.

Beef Sticks

Jack Link's Beef Sticks are made with the goodness of 100 percent beef, a savory blend of spices and they are lightly smoked with mesquite for unbeatable snacking flavor. Beef Sticks are available in Original, Hot & Spicy, Pepperoni and Teriyaki.

X-Stick™ eXtreme Snack Sticks

X-Sticks are meat snack sticks with a kick of flavor. They take snacking to the eXtreme with three eXciting, grab-n-go flavors, including Original Bacon Cheddar and Pepperoni.

X-Bites

Jack Link's X-Bites are convenient, bite-sized pieces of premium quality, naturally smoked sausage in a single-serve, tube-style, “rip-n-tip” package. Each package of Jack Link's X-Bites contains approximately 36 smoked sausage pieces, providing a single serving or the perfect amount to share. X-Bites are available in Original and Pepperoni flavors.

Beef & Cheese

Jack Link's offers a number of combination snacks made with creamy Wisconsin cheeses and savory Jack Link's Beef Sticks. Jack Link's Beef & Cheese is a healthier snacking choice. Varieties and flavors include Original Beef and White Cheddar, All-American (original beef stick and American cheese stick), Pizza Stix (pepperoni beef stick and mozzarella cheese stick) and Jalapeño Sizzle (original beef stick and jalapeño cheddar cheese stick).

Jack Packs

Jack Link's Jack Packs offer a trio of flavors (savory beef sticks, crunchy pretzel rods and creamy Wisconsin cheeses) and great taste in one convenient package. Jack Packs are the perfect snack to toss into a backpack or for an after-school snack. Flavors include Jack Pack Original (zesty beef sticks, cheddar cheese sticks and pretzel rods) and Jack Pack Pizza Stix (pepperoni beef sticks, mozzarella cheese sticks and pretzel rods).

Deli Cuts™ Sausage

Premium cuts of meat and the finest spices are hardwood smoked for a mellow, authentic, Old World sausage flavor. Conveniently packaged in ready-to-eat sausage Bites and Sticks, flavors include Original and Pepperoni. Jack Link's also offers Deli Cuts Summer Sausage in a 20-ounce sausage chub.



Sausages

Jack Link's has a variety of specialty sausages that add diversity to its meat snack offerings. Varieties and flavors include Smoked Snack Sausage — Lil' Chub™ Snack Sausage, Pickled Sausage — Hot Head® Pickled Sausage (cayenne pepper and paprika) and Screamin' Demon® pickled sausage (300 percent hotter than Hot Head®).

100-Calorie Beef Jerky

For the healthier snacker, Jack Link's has packaged two of its classic flavors into convenient, individual-serving-sized 100-calorie packs. For on-the-go portion control, the 100-calorie packs are a shapely way to feed your wild side. Jack Link's 100-calorie packs are available in Original and Teriyaki Beef Jerky varieties.

Jack Link's Multi-packs

Jack Link's Multi-packs make it more convenient for families to keep better-for-you snacks at the ready. Each multi-pack is filled with individually wrapped, grab-n-go Jack Link's snacks that can easily be tossed into a lunch bag, backpack, workout bag or purse to enjoy later. The multi-packs are available in 50-calorie Original Beef Jerky, 50-calorie Teriyaki Beef Jerky, 50-calorie Teriyaki Steak Nuggets, Original Beef Steak and All-American Beef & Cheese varieties.

Jack Link's Smokehouse

You'll savor the flavor in every bite of Jack Link's Smokehouse bulk fresh jerky products. Available in a variety of sizes, textures, shapes and flavors, look for the displays, canisters and trays in a store near you. Products include Mega Jerky, Ribbon Jerky and Jerky Medallions, available in Original, Peppered, Teriyaki and Hot flavors; Jerky Strips, available in Original, Peppered, Teriyaki and Wood-Smoked flavors; Long Tall Sally Beef Sticks, available in Hot, Pepperoni and Teriyaki flavors; and Rope-a-Roni, a 3-foot beef stick, available in Peppered flavor.

Smart Snack Designation

Jack Link's is pleased to provide the convenient Smart Snack designation on product packaging. At a glance, consumers are now able to discern the product attributes and benefits of various Jack Link's products. Jack Link's new Smart Snack designation makes it easy for consumers to choose healthier snacking. Easily readable on-pack messaging includes *High in Protein*; *Low in Fat*; *Carb Smart* and *Satisfies Your Hunger* information as related to specific Jack Link's products. Look for Jack Link's new Smart Snack Designation on packages nationwide.

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Media Credential Requirements for 2011 World Series of Poker®

The following rules constitute the media credential requirements for the 2011 World Series of Poker (the "Event") by Rio Properties, Inc., dba Rio® All-Suite Hotel & Casino ("Rio"). Please read each item carefully.

Strict compliance at all times to each requirement is an express condition precedent to continued use of the media credential.

Granting of media credentials is at the sole discretion of Rio. The following criteria will be utilized to help determine eligibility for media credentials:

- A. Applicant must be a full-time journalist.
- B. Work must be for a legitimate news outlet whose primary objective is to disseminate news information to the public.
- C. All work must use a byline.
- D. Applicant must provide news editor or producer contact information.
- E. Submission of representative past work, including both feature and news reporting is a requirement.

Any unauthorized use of credentials may subject the bearer to immediate ejection from Rio and prosecution for criminal trespass. It may also subject the accredited organization to revocation of its credentials for future World Series of Poker events.

Media credentials are non-transferable and must be worn around the neck at all times when on-site at Rio.

Credentialed media may provide content only to the outlet listed on their credential. It is a violation of use and grounds for revocation if a credential-holder provides content to an outlet (website, magazine, blog, newspaper, radio station, television station, etc.) that is not listed on holder's credential.

Media credentials are required to gain access to the WSOP Media Center and tournament playing areas and admittance will not be permitted without an approved and official event credential.

Possession of a credential and verification of identity allows the bearer to register for the media poker_tournament.

ELIGIBILITY

1. Applicants must be at least 21 years of age. Government issued photo identification must be presented to receive a credential and must be available upon request from organization staff at any time while bearer is on casino property.
2. Each accredited media organization **shall be limited to three credentials** due to the limited capacity of the event. It is the responsibility of the accredited media organization to determine in advance of the event which of its representatives submits applications.
3. Freelance journalists requesting media credentials must provide either: (a) an original letter of assignment, on letterhead, from an editor at an approved media outlet or (b) an email letter of assignment from an editor that originates from an approved outlet's formal domain.
4. Authors requesting media credentials must provide a comprehensive treatment of the book being researched, in addition to a letter of intent to publish, supplied on letterhead, from a representative of an approved publishing house.
5. Documentary filmmakers and representatives of independent video production companies will not be eligible for media credentials. A separate licensing agreement will be required for access to the tournament, which may or may not be granted at Rio's sole discretion.
6. Journalists without a specific assignment from an accredited media outlet will not be eligible for media credentials.

PHOTOGRAPHY

7. Credentialed photographers can use images only for editorial purposes and may provide photos only to the accredited organization listed on their approved credential application form. Any other use is strictly prohibited.
8. Photos posted on websites may be archived for 72 hours only from the specific event date. Following 72 hours, photos are deemed to no longer be for standard news usage and must be removed. The exception is with a winner's photo from each bracelet event, which WSOP will make available for use.
9. Flash photography is strictly prohibited inside the tournament room.
10. Once any tournament event gets overcrowded due to space constraints, photographer access inside the ropes will be restricted. (Photographs may be taken from outside the ropes.) Photographers are allowed in the ESPN final table area only *after* the winner has completed contractual interviews and promotional obligations.

11. Credentials do not authorize photography (or video) outside the tournament area; accredited organizations are prohibited from capturing images of the Rio's casino, hotel, restaurants, and other areas, without the prior consent of the Rio. Contact Celena Haas, Director of Public Relations for the Rio at chaas@caesars.com
12. Representatives of photo collection and merchandising houses are not eligible for media credentials nor may any photo agency make WSOP images available for sale on its website(s).

VIDEO

13. Shooting of hand by hand play of any WSOP tournament is strictly prohibited.
14. All organizations are prohibited from streaming live video footage from the event.
15. No video cameras are permitted inside the tournament room without an escort from a member of the WSOP's media relations team. Escorted crews will be limited to 5 minutes per day to obtain b-roll footage; no player interviews are permitted inside the tournament room.
16. The only exception to Rule #15 is during the bracelet ceremony held at 2:20 PM, where audio and video can be shot and winner interview can be obtained.
17. Video interviews may only be conducted in the dedicated "interview room" located in Palma Ballroom EF, in close proximity to the Amazon Ballroom. When picking up media credentials, video crews should identify their interest in shooting video at tournament, and WSOP media relations staff will show you the location. This is the *only* location where interviews are permitted.

TOURNAMENT ACCESS

18. Credentialed media may not speak with or in any other way distract players during tournament action while they are seated at the table. This act is subject to immediate ejection. The only acceptable time to approach a player is during the breaks in action or when a player steps away from the table voluntarily.
19. Media shall not place themselves in the area of play at any poker table in excess of five (5) minutes per each half hour. Media must comply with requests from dealers, tournament staff, WSOP personnel and players to move locations, if such a request is made.
20. Once any tournament event gets overcrowded due to space constraints, media access inside the ropes will be restricted. All media will be escorted outside the ropes and then tournament staff will rotate media in and out according to demand and capacity limits. Media must be escorted by event staff to be inside the ropes and failure to comply with staff requests will result in forfeiture of access.
21. The WSOP will release official chip counts for each event (in the reporting section at WSOP.com) at the end of the day's play and those chip counts may be used in their entirety at that time or later. While an event is in progress, media organizations can only post Top 10 chip counts once per hour. Media organizations can post the entire order of the players only once the event has been completed and/or at the end of each day after the WSOP releases official results/updates.

Definition: Once an hour. If an event begins at 12 noon PDT, the first update cannot be posted before 1:00 PM PDT, and each subsequent update must follow an hour after the last update.

22. No one other than players and tournament staff may enter the final table area during live play without the consent of WSOP staff.
23. Following the conclusion of play, media shall be required to make interview requests through the designated WSOP staff member coordinating interviews. The order of interviews will be coordinated by the designated WSOP staff member.

ELECTRONIC DEVICES

24. Members of the media with a credential are forbidden from using, carrying or setting up electronic equipment such as computers, Blackberrys, iPhone's, Personal Digital Assistants, cellular telephones or transmitters of any kind inside the tournament area. (This includes any device used in conjunction with live radio remotes). These devices may be utilized in the Media Center or Press Box throughout the duration of the tournament.

SELF PROMOTION

25. Credentialed media displaying or otherwise promoting any product or service on the grounds of Rio will be deemed to be non-working media and have their credentials revoked.
26. Credentialed media are permitted to wear as part of their clothing one standard logo of their organization that is no larger than four inches vertical or horizontal and commonly accepted as normal dress attire. Provided however, Rio reserves the right to prohibit the display of any logo(s) that are considered distasteful or otherwise deemed inappropriate by Rio, in its sole and absolute discretion, or that violate the Business and Registration Policy. **Logos for online gaming sites are not allowed.**

TRADEMARKS

27. No bearer or accredited media organization may display or otherwise use Rio's logo or trademark, or the logo or trademark of any of its affiliates including, but not limited to, that of the World Series of Poker, without advance written permission from Rio. This prohibition includes web sites and other media.

LIABILITY

28. Neither Rio nor any of its subsidiaries or affiliates is responsible for theft or damage of any equipment in use by bearer or accredited media organization.
29. The accredited media organization and the bearer assume all risk incident to the performance by the bearer of his or her services; assume all risk incident to attending World Series of Poker events; agree that they are not acting for Rio in any manner and are not employees or agents of those organizations; and agree to release, indemnify, defend and hold harmless Rio, each of their parents, subsidiaries and affiliates, and each of their respective agents and employees from and against all liability, loss, damage or expense resulting from or arising out of the issuance and use of this credential or the Bearer's presence at the Event.

ENFORCEMENT

30. Any media credential holder who is deemed disorderly, who fails to comply with any of the foregoing terms, or any set forth by tournament officials, and all security measures, may be subject to immediate ejection from the property and prosecution, and may subject the accredited organization to revocation of its credentials for future World Series of Poker events.
31. No alcoholic beverages are permitted by media in any tournament area, including tournament floor, interview room or press boxes.
32. Notwithstanding any other provision herein, this credential is a courtesy to bearer only and creates no economic or other legally recognized interest in the bearer and this credential may be revoked at any time for any reason or no reason in the sole and absolute discretion of Rio Properties, Inc., or any agent or employee of either in the foregoing.
33. Should any litigation arise out of or in relation to the media credential requirements (a "Claim"), the signatory organization and individual credential bearer agree (collectively the "Recipient") that they submit themselves to the personal jurisdiction of the courts of the State of Nevada and such courts have the sole and exclusive jurisdiction over any Claims and the parties, except that enforcement of any judgment may be carried out in any jurisdiction. The Recipient further agrees that any claim will be venued in the courts located in Clark County, Nevada.

Acceptance of the credential constitutes agreement by the accredited media organization and the bearer to abide by the foregoing conditions.





RIO ALL-SUITE HOTEL & CASINO FACT SHEET

LOCATION

Rio All-Suite Hotel & Casino
3700 West Flamingo Road
Las Vegas, NV 89103
(702) 777-7777 or (800) PLAY-RIO
www.riolasvegas.com

The property overlooks the Las Vegas Strip, one block west on Flamingo Road (off of I-15.)

OWNERSHIP

The Rio All-Suite Hotel & Casino is owned and operated by Caesars Entertainment

ACCOMMODATIONS

2,522 hotel suites, including the Carioca Suites (1,100 square feet), the Super Suites (1,200 square feet), the Masquerade Suites (1,600 square feet), located within 20-story Ipanema Tower and a 51-story Masquerade Tower. Invited guests enjoy the one-of-a-kind Palazzo Suites. Located in a private building, the nine suites include two one-bedroom suites; two two-bedroom suites; three three-bedroom suites; and two six-bedroom suites. The suites range from 4,000 to 13,000 square feet.

CONVENTION SPACE

160,000 square feet of convention space and meeting rooms

CASINO

With nearly 120,000 square feet of casino space, Rio offers a variety of gaming action, including:

- More than 90 table games
- More than 1,200 slot machines
- A poker room offering daily tournaments
- A Race & Sports Book with 60 flat screens

AMENITIES

- Home to the World Series of Poker™ since 2004
- 14 restaurants and three coffee bars
- Two showrooms
- Two theatres (Penn & Teller Theater and the Chippendales Theater)
- Spa and Salon
- More than 10 leased retail outlets
- Four swimming pools
- Nine luxury Palazzo Suites
- Two nightclubs
- Two lounges
- One golf course



POOL

The sexy, sun-drenched VooDoo Beach at Rio is the Las Vegas' pool party hot spot for tourists and locals, alike. This stunning, tropical paradise plays host to some of the city's most captivating poolside fun. Guests 21 or older looking for European-style bathing are invited to visit The Voodoo Lounge. This European-style pool is attractive both to those wanting a more adult bathing experience and to sunbathers who want to avoid tan lines. The entire Rio pool area features four pools, three Jacuzzi-style spas, waterfalls, a sandy beach and two bars.

MASQUERADE VILLAGE Opened February 7, 1997, the Rio's 41-story Masquerade Village is a combination of entertainment, food, shopping and gaming set in a Carnivale atmosphere.

RESTAURANTS

All-American Bar & Grille

Known for their "Rio Dry Aged" delicious in-house steaks, the All-American Bar & Grill also offers crisp salads, tasty sandwiches and fresh seafood. All steak, burgers and fresh seafood are prepared on their open mesquite wood-fire grill. Guests can either dine in the dining room which has a contemporary atmosphere with fireplaces and waterfalls or in the sports bar which offers 10 plasma TVs, great for game watching.

Buzio's Seafood Restaurant

Búzio's Seafood Restaurant presents guests with a delectable array of premium lobsters, oysters, mussels, clams and shrimp flown in fresh daily from around the world. All the culinary creations are flavored to perfection, creating a unique seafood dining experience.

Carnival World Buffet

Voted the "Best Buffet in Las Vegas" by the *Las Vegas Review-Journal* year after year, the Carnival World's around-the-world feast features more than 1,000 international items daily. With selections representing Asia to Italy, the U.S. to Brazil, Carnival World is widely known for its diverse array, including: omelets, pizza, sushi, teppanyaki, freshly carved meats and Asian barbeque. The buffet is distinctive for its 15 food stations and live-action cooking, guaranteeing freshness and quality.

Gaylord Indian Restaurant

Entrée specialties include tandoori chicken, prawns and salmon, assorted meat kabobs, fragrant lamb curries, exquisite chicken curries and seafood delicacies, such as prawn vindaloo and fish tikka masala (fish cubes cooked in a spicy sauce). Gaylord serves fresh homemade breads baked in tandoori ovens, as well as a tempting array of savory rice dishes or biryani.

Mah Jong

Authentic Cantonese and Chinese dishes combined with Asian-inspired décor and a fluent Chinese staff makes this restaurant like no other.



RESTAURANTS (cont.)

Martorano's

Martorano's features traditional Italian-American cooking created exclusively by Steve Martorano. The diverse menu includes homemade favorites such as the eggplant stack, fresh mozzarella and Steve Martorano's world-famous meatballs. The restaurant offers a unique atmosphere that combines exceptional food with film and extraordinary music.

Sao Paulo

This great breakfast spot offers classic breakfast items such as French toast, buttermilk pancakes and eggs Benedict.

Sports Deli

Race and sports fans who don't want to miss any of the action don't have to. Menu options range from burgers to bratwursts, from wood-fired pizza to homemade sandwiches.

Village Seafood Buffet

The only all-seafood, all-the-time buffet experience in Las Vegas, featuring fresh lobster, snow crab legs, fresh shucked oysters, shrimp and sushi along with the traditional accompaniments and desserts to make a seafood dinner complete. This dinner offers flavors from around the world including the Mediterranean, the Pacific Rim, the Baja region, South America and North America.

VooDoo Steak

Situated high above Las Vegas on the 50th floor of the Rio's Masquerade Tower, VooDoo Steak provides a breathtaking view of the city like no other. VooDoo offers "Rio Dry Aged" gourmet steaks as well as American cuisine with French Creole flair, including signature dishes like the "Ménage À Trois" with filet mignon, lobster and prawns.

Whopper Bar

The WHOPPER® Bar boasts a specialized menu dedicated to delivering America's favorite burger in a highly personalized way. After customers select their sandwich, expert "WHOPPER®-istas" build burgers to order from a visible toppings theater that lets guests choose from an array of more than 30 favorites, such as A.1.® Thick & Hearty steak sauce, pepper bacon, guacamole and crispy onions. The WHOPPER® Bar Las Vegas is open 24 hours a day, seven days a week to satisfy WHOPPER® sandwich cravings at all hours.

Wine Cellar & Tasting Room

The Wine Cellar & Tasting Room is Las Vegas' most impressive wine collection featuring more than 50,000 bottles valued at more than \$10 million. The wine bar at The Wine Cellar is a great one-of-a-kind experience offering more than 100 wines by the glass. There is also a terrific food and wine pairing menu, featuring flavorful spreads to international cheeses, served with a basket of freshly baked bread.



GOLF

Recognized by *USA Today* as one of the “Top 10 Golf Destinations in the World,” Rio Secco Golf Club is an 18-hole championship course designed by famed architect Rees Jones and home to the Butch Harmon School of Golf.

NIGHTLIFE

Flirt Lounge

Flirt Lounge is a perfect spot for men and women alike to have a little fun, fantasy and, of course, flirting. Flirt is also a haven for girls to gather and party both before and after seeing the Chippendales show. After seeing the show, hundreds of women flock to the hotspot looking for a little harmless flirting with the men of Chippendales, as well as, some of the hottest gentlemen in the Las Vegas Valley. **The lounge is open to ticket holders from 6:30 p.m. until show time and open to the public on weekdays from 8:30pm to midnight and weekends from 10:30pm to 1:30am**

I-Bar

I-Bar features 360-degree plasma screens pulsing to the beats of soulful house and down tempo flavors of the world throbbing harder and spiraling faster as the night progresses. Patrons, and staff alike, arrest the senses and captivate the imagination while sophisticated cocktailing and club service take center stage in a breathtaking, eclectic fusion of sight, sound and vision.

McFadden's

One of New York City's renowned Irish pubs is sharing the fun with Las Vegas. Located in the Rio's Masquerade Village, McFadden's features an affordable menu which includes traditional Irish fare such as shepherd's pie and great American pub food like their mouth-watering boneless wings. The 7,000 square-foot plus tavern at the Rio is Sin City's pub-hub for crowds seeking out an unpretentious party bar where both men and women can roll up their sleeves and have a great time.

VooDoo Rooftop Nightclub

Take the elevator to the 51st floor of the Masquerade Tower and enjoy one of VooDoo Rooftop Nightclub's award-winning cocktails. Bartenders concoct specialty drinks like the Witch Doctor, a mix of four rums and tropical fruit juices; while guests enjoy the extraordinary views of the Las Vegas Strip and dance the night away.



ENTERTAINMENT

Chippendales

Sinful schoolboy charm and naughty fantasy colliding with the boy next door - this is the winning combination that has solidified Chippendales, The Show as the Ultimate Girls Night Out. Chippendales has earned the reputation as the premier, high-energy male revue, featuring a cast of 10 magnificently sexy men. Capturing the perfect balance of sex appeal and tasteful teasing, the show's steamy vignettes portray everything from men in uniform to dusty cowboys as the cast perform and play out multiple fantasies in a full production show – there is guaranteed to be something for every woman.

May 4, 2011 - September 28 Sunday through Thursdays at 8pm, Fridays and Saturdays at 8:00 pm and 10:30pm

Crown Theater and Nightclub

Crown Theater and Crown Nightclub offers a mix of live concerts and nightlife events. The venue's 900-capacity unique, in-the-round design features intimate performances by some of the biggest, as well as upcoming, names in music as part of Crown Theater's offerings. As the night progresses, so does the venue, becoming Crown Nightclub, a nightlife spot away from The Strip providing a mix of themed nights with a variety of music. The multi-tiered venue features VIP seating around the arch of each level, complete with low-slung, modern furnishings, giving way to a panoramic view of the venue.

Penn & Teller

The Emmy award-winning duo, famous for their outrageous television appearances, showcases their original blend of magic and comedy in a show that the *LA Times* called, "The Single Best Show in Vegas." Named Best Las Vegas Magicians in 2011, they may show you how some of their tricks are done, but they'll still leave you at the edge of your seat--and laughing in the aisles.

Performing Saturday-Wednesday at 9pm

Show in the Sky

Seduction reaches new heights with Rio's Show in the Sky. Known as Vegas' most popular free show, Show in the Sky takes audience members on an edgy and stylish journey. Climb aboard fantasy floats as they glide above the crowd to an orchestration of music, dance and celebration. **Performing Thursday-Saturday at 6 pm, 7pm, 8pm, 9pm, 10pm and 11pm**

RIO SPA & SALON

The Rio Spa offers the latest in massage, body, facial and salon services. Rio guests can use the Spa and Fitness Center for only \$22 per day, or complimentary with certain spa treatments.

The Rio Salon offers a full range of services including haircuts, color, perms, highlights, scalp treatments and styles to manicures, pedicures, makeup application and waxing. The spa and salon is open daily from 6am to 7pm.

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MAP – RIO CONVENTION CENTER FOR 2011 WSOP

