



## **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 43 years to 1970, and having paid more than \$1.6 billion in total prize money to date. In 2012, the WSOP featured 61 different poker events over 50 consecutive days.

At the 43<sup>rd</sup> Annual WSOP, the event attracted 74,766 participants from 101 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 \$222 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 six years (\$1.11 billion) is double the total prize pool of the first 37 years of the WSOP combined (\$530 million).

Buy-ins for the different events range from \$500 to \$111,111 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 decade has looked:

<b>Year</b>	<b># of Entrants</b>	<b>Total Prize Money Awarded</b>
2003	7,572	\$21,789,060
2004	14,054	\$45,973,770
2005	32,341	\$106,055,907
2006	48,366	\$159,616,588
2007	54,288	\$159,796,918
2008	58,720	\$180,774,427
2009	60,875	\$174,013,215
2010	72,966	\$187,109,850
2011	75,672	\$192,008,868
2012	74,766	\$222,045,377

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 and WSOP Asia-Pacific in 2013. ESPN is the exclusive U.S. telecast partner of the WSOP. WSOP programming airs in 84 countries on five continents and is available to 300 million households.