

# OFFICIAL MEDIA GUIDE



## 40<sup>th</sup> ANNUAL WORLD SERIES OF POKER

May 26<sup>th</sup> - July 15, 2009



Rio Hotel, Las Vegas

November Nine – November 7-10

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)

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## WSOP COMMUNICATIONS TEAM

SETH PALANSKY

Communications Director, WSOP

One Caesars Palace Drive

Las Vegas, NV 89109

[spalansky@harras.com](mailto:spalansky@harras.com)

(702) 407-6344

(For interview requests for WSOP tournament staff & executives, credential issues and overall WSOP media issues)

NICOLE ATKINSON

Hillman Communications

Public Relations Agency, WSOP

1122 Kenilworth Drive, Suite 303

Towson, MD 21204

[natkinson@hillmanpr.com](mailto:natkinson@hillmanpr.com)

(410) 616-8947

(For interview requests for WSOP tournament staff & executives, credential issues and overall WSOP media issues)

NOLAN DALLA

Media Director, WSOP

[nolandalla@aol.com](mailto:nolandalla@aol.com)

(702) 358-4642

(For official reports, historical information, event photo requests)

ALAN FOWLER

Assistant Media Director, WSOP

[alanfowler702@aol.com](mailto:alanfowler702@aol.com)

(702) 205-8507

(For official results, statistics and media center needs)

DEANNA PETTIT

PR Director, Rio All-Suites Hotel & Casino

[dpettit@harras.com](mailto:dpettit@harras.com)

(702) 777-7610

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

GEORGE McNEILLY

Senior Director, Communications, ESPN

P.O. Box 10,000

Lake Buena Vista, FL 34747

[george.mcneilly@espn.com](mailto:george.mcneilly@espn.com)

(407) 566-2077

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

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[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **FACT SHEET – 2009 WORLD SERIES OF POKER**

<b>WHEN:</b>	May 26, 2009 – July 15, 2009 (Main Event Final Table to be contested November 7-10)
<b>WHERE:</b>	Rio All-Suite Hotel and Casino in Las Vegas
<b>NUMBER OF EVENTS:</b>	57 bracelet events
<b>BUY-IN AMOUNTS:</b>	Minimum buy-in: \$1,000 Maximum buy-in: \$50,000 <ul style="list-style-type: none"><li>• <i>295 tables of play during the tournament</i></li></ul>
<b>TOTAL PRIZE MONEY AWARDED IN 2008:</b>	\$180,774,427
<b>NUMBER OF NATIONS REPRESENTED IN 2008:</b>	124
<b>COMMISSIONER:</b>	Jeffrey Pollack
<b>TOURNAMENT DIRECTOR:</b>	Jack Effel
<b>U.S. TELECAST PARTNER:</b>	ESPN
<b>WSOP FIRST YEAR:</b>	1970 (40 <sup>th</sup> Annual in 2009)
<b>OWNERSHIP:</b>	Harrah's Entertainment (since 2004)
<b>NUMBER OF PLAYER ENTRANTS IN 2008:</b>	58,720 (Total)          6,844 (Main Event)
<b>DEFENDING MAIN EVENT CHAMPION:</b>	Peter Eastgate (\$9,152,416)
<b>DEFENDING \$50,000 H.O.R.S.E CHAMPION:</b>	Scotty Nguyen (\$1,989,120)
<b>OFFICIAL CHARITIES:</b>	Nevada Cancer Institute & Ante Up for Africa
<b>OFFICIAL WEBSITE:</b>	<a href="http://www.worldseriesofpoker.com">www.worldseriesofpoker.com</a>



## 2009 DAILY TIME SCHEDULE – WORLD SERIES OF POKER

\*Start Times are subject to change

### 57 Bracelet Events over 50 Days

#### **Tuesday, May 26, 2009**

9am: Registration Opens. Satellites & Live Action Begins.

#### **Wednesday, May 27, 2009**

12 Noon: #1: Casino Employees Event - No-Limit Hold'em \$500 (2 day event)

#### **Thursday, May 28, 2009**

12 Noon: #2: Special 40<sup>th</sup> Annual No-Limit Hold'em \$40,000 (4 day event)

2pm: #1: *Casino Employees Event Final Table*

#### **Friday, May 29, 2009**

12 Noon: #3: Omaha Hi-Low Split-8 or Better \$1,500 (3 day event)

2pm: #2: Special 40<sup>th</sup> Annual No-Limit Hold'em Day 2

#### **Saturday, May 30, 2009**

12 Noon: #4A: No-Limit Hold'em \$1,000 Day 1A (4 day event)

2pm: #2: Special 40<sup>th</sup> Annual No-Limit Hold'em Day 3

2pm: #3: Omaha Hi-Low Split-8 or Better Day 2

#### **Sunday, May 31, 2009**

12 Noon: #4B: No-Limit Hold'em \$1,000 Day 1B (4 day event)

2pm: #2: *Special 40<sup>th</sup> Annual No-Limit Hold'em Final Table*

2pm: #3: *Omaha Hi-Low Split-8 or Better Final Table*

#### **Monday, June 1, 2009**

12 Noon: #5: Pot Limit Omaha \$1,500 (3 day event)

2pm: #4: No-Limit Hold'em Day 2 (combined fields from 4A&B)

5pm: #6: World Championship Seven Card Stud \$10,000 (3 day event)

#### **Tuesday, June 2, 2009**

12 Noon: #7: No-Limit Hold'em \$1,500 (3 day event)

2pm: #4: No-Limit Hold'em Day 3

2pm: #5: Pot Limit Omaha Day 2

2pm: #6: World Championship Seven Card Stud Day 2

5pm: #8: No Limit 2-7 Draw Lowball \$2,500 (3 day event)

#### **Wednesday, June 3, 2009**

12 Noon: #9: No-Limit Hold'em Six-Handed \$1,500 (3 day event)

2pm: #4: *No-Limit Hold'em Final Table*

2pm: #5: *Pot Limit Omaha Final Table*

2pm: #6: *World Championship Seven Card Stud Final Table*

2pm: #7: No-Limit Hold'em Day 2

2pm: #8: No Limit 2-7 Draw Lowball Day 2

5pm: #10: Pot-Limit Hold'em/Omaha \$2,500 (3 day event)

#### **Thursday, June 4, 2009**

12 Noon: #11: No-Limit Hold'em \$2,000 (3 day event)

2pm: #7: *No-Limit Hold'em Final Table*

2pm: #8: *No Limit 2-7 Draw Lowball Final Table*  
 2pm: #9: *No-Limit Hold'em Six-Handed Day 2*  
 2pm: #10: *Pot-Limit Hold'em/Omaha Day 2*  
 5pm: #12: *World Championship Mixed Event \$10,000 (3 day event)*

**Friday, June 5, 2009**

12 Noon: #13: *No-Limit Hold'em \$2,500 (3 day event)*  
 2pm: #9: *No-Limit Hold'em Six-Handed Final Table*  
 2pm: #10: *Pot-Limit Hold'em/Omaha Final Table*  
 2pm: #11: *No-Limit Hold'em Day 2*  
 2pm: #12: *World Championship Mixed Event Day 2*  
 5pm: #14: *Limit Hold'em Six-Handed \$2,500 (3 day event)*

**Saturday, June 6, 2009**

12 Noon: #15: *No-Limit Hold'em \$5,000 (3 day event)*  
 2pm: #11: *No-Limit Hold'em Final Table*  
 2pm: #12: *World Championship Mixed Event Final Table*  
 2pm: #13: *No-Limit Hold'em Day 2*  
 2pm: #14: *Limit Hold'em Six-Handed Day 2*  
 5pm: #16: *Seven Card Stud \$1,500 (3 day event)*

**Sunday, June 7, 2009**

12 Noon: #17: *Ladies No-Limit Hold'em World Championship \$1,000 (3 day event)*  
 2pm: #13: *No-Limit Hold'em Final Table*  
 2pm: #14: *Limit Hold'em Six-Handed Final Table*  
 2pm: #15: *No-Limit Hold'em Day 2*  
 2pm: #16: *Seven Card Stud Day 2*  
 5pm: #18: *World Championship Omaha Hi-Low Split-8 or Better \$10,000 (3 day event)*

**Monday, June 8, 2009**

12 Noon: #19: *No-Limit Hold'em Six-Handed \$2,500 (3 day event)*  
 2pm: #15: *No-Limit Hold'em Final Table*  
 2pm: #16: *Seven Card Stud Final Table*  
 2pm: #17: *Ladies No-Limit Hold'em World Championship Day 2*  
 2pm: #18: *World Championship Omaha Hi-Low Split-8 or Better Day 2*

**Tuesday, June 9, 2009**

12 Noon: #20: *Pot-Limit Hold'em \$1,500 (3 day event)*  
 2pm: #17: *Ladies No-Limit Hold'em World Championship Final Table*  
 2pm: #18: *World Championship Omaha Hi-Low Split-8 or Better Final Table*  
 2pm: #19: *No-Limit Hold'em Six-Handed Day 2*  
 5pm: #21: *H.O.R.S.E. \$3,000 (3 day event)*

**Wednesday, June 10, 2009**

12 Noon: #22: *No-Limit Hold'em Shootout \$1,500 (1000 players max.) (3 day event)*  
 2pm: #19: *No-Limit Hold'em Six-Handed Final Table*  
 2pm: #20: *Pot-Limit Hold'em Day 2*  
 2pm: #21: *H.O.R.S.E. Day 2*  
 5pm: #23: *World Championship 2-7 Draw Lowball (No Limit) \$10,000 (3 day event)*

**Thursday, June 11, 2009**

12 Noon: #24: *No-Limit Hold'em \$1,500 (3 day event)*  
 2pm: #20: *Pot-Limit Hold'em Final Table*  
 2pm: #21: *H.O.R.S.E. Final Table*  
 2pm: #22: *No-Limit Hold'em Shootout Day 2*  
 2pm: #23: *World Championship 2-7 Draw Lowball (No Limit) Day 2*  
 5pm: #25: *Omaha/Seven Card Stud Hi-Low 8-or Better \$2,500 (3 day event)*

**Friday, June 12, 2009**

12 Noon: #26: *Limit Hold'em \$1,500 (3 day event)*  
 2pm: #22: *No-Limit Hold'em Shootout Final Table*  
 2pm: #23: *World Championship 2-7 Draw Lowball (No Limit) Final Table*

2pm: #24: No-Limit Hold'em Day 2  
2pm: #25: Omaha/Seven Card Stud Hi-Low 8-or Better Day 2  
5pm: #27: Pot-Limit Omaha Hi-Low Split-8 or Better \$5,000 (3 day event)

### Saturday, June 13, 2009

12 Noon: #28: No-Limit Hold'em \$1,500 (3 day event)  
2pm: #24: No-Limit Hold'em Final Table  
2pm: #25: Omaha/Seven Card Stud Hi-Low 8-or Better Final Table  
2pm: #26: Limit Hold'em Day 2  
2pm: #27: Pot-Limit Omaha Hi-Low Split-8 or Better Day 2  
5pm: #29: World Championship Heads Up No-Limit Hold'em \$10,000 (3 day event)

### Sunday, June 14, 2009

12 Noon: #30: Pot-Limit Omaha \$2,500 (3 day event)  
2pm: #26: Limit Hold'em Final Table  
2pm: #28: No-Limit Hold'em Day 2  
2pm: #27: Pot-Limit Omaha Hi-Low Split-8 or Better Day 2  
2pm: #29: World Championship Heads Up No-Limit Hold'em Day 2  
5pm: #31: H.O.R.S.E. \$1,500 (3 day event)

### Monday, June 15, 2009

12 Noon: #32: No-Limit Hold'em \$2,000 (3 day event)  
2pm: #28: No-Limit Hold'em Final Table  
2pm: #29: World Championship Heads Up No-Limit Hold'em Final Table  
2pm: #30: Pot-Limit Omaha Day 2  
2pm: #31: H.O.R.S.E. Day 2  
5pm: #33: World Championship Limit Hold'em \$10,000 (3 day event)

### Tuesday, June 16, 2009

12 Noon: #34: No-Limit Hold'em \$1,500 (3 day event)  
2pm: #30: Pot-Limit Omaha Final Table  
2pm: #31: H.O.R.S.E. Final Table  
2pm: #32: No-Limit Hold'em Day 2  
2pm: #33: World Championship Limit Hold'em Day 2

### Wednesday, June 17, 2009

12 Noon: #35: Pot-Limit Omaha \$5,000 (3 day event)  
2pm: #32: No-Limit Hold'em Final Table  
2pm: #33: World Championship Limit Hold'em Final Table  
2pm: #34: No-Limit Hold'em Day 2

### Thursday, June 18, 2009

12 Noon: #36: No-Limit Hold'em \$2,000 (3 day event)  
2pm: #34: No-Limit Hold'em Final Table  
2pm: #35: Pot-Limit Omaha Day 2  
5pm: #37: World Championship Seven Card Stud Hi-Low Split-8 or Better \$10,000 (3 day)

### Friday, June 19, 2009

12 Noon: #38: Limit Hold'em \$2,000 (3 day event)  
2pm: #35: Pot-Limit Omaha Final Table  
2pm: #36: No-Limit Hold'em Day 2  
2pm: #37: World Championship Seven Card Stud Hi-Low Split-8 or Better Day 2

### Saturday, June 20, 2009

12 Noon: #39: No-Limit Hold'em \$1,500 (3 day event)  
2pm: #36: No-Limit Hold'em Final Table  
2pm: #37: World Championship Seven Card Stud Hi-Low Split-8 or Better Final Table  
2pm: #38: Limit Hold'em Day 2  
5pm: #40: World Championship Pot Limit Omaha \$10,000 (3 day event)

### Sunday, June 21, 2009

12 Noon: #41: No-Limit Hold'em Shootout \$5,000 (1,000 players max.) (3 day event)  
2pm: #38: Limit Hold'em Final Table

2pm: #39: No-Limit Hold'em Day 2  
2pm: #40: World Championship Pot Limit Omaha \$10,000 Day 2  
5pm: #42: Mixed Event. \$2,500 (3 day event)

### Monday, June 22, 2009

12 Noon: #43: Seniors No-Limit Hold'em World Championship \$1,000 (3 day event)  
2pm: #39: *No-Limit Hold'em Final Table*  
2pm: #40: *World Championship Pot Limit Omaha Final Table*  
2pm: #41: No-Limit Hold'em Shootout Day 2  
2pm: #42: Mixed Event Day 2  
5pm: #44: Seven Card Razz \$2,500 (3 day event)

### Tuesday, June 23, 2009

12 Noon: #45: World Championship Pot-Limit Hold'em \$10,000 (3 day event)  
2pm: #41: *No-Limit Hold'em Shootout Final Table*  
2pm: #42: *Mixed Event Final Table*  
2pm: #43: Seniors No-Limit Hold'em World Championship Day 2  
2pm: #44: Seven Card Razz Day 2  
5pm: #46: Omaha Hi-Low Split-8 or Better \$2,500 (3 day event)

### Wednesday, June 24, 2009

12 Noon: #47: Mixed Hold'em (Limit/No-Limit) \$2,500 (3 day event)  
2pm: #43: *Seniors No-Limit Hold'em World Championship Final Table*  
2pm: #44: *Seven Card Razz Final Table*  
2pm: #45: World Championship Pot-Limit Hold'em Day 2  
2pm: #46: Omaha Hi-Low Split-8 or Better Day 2

### Thursday, June 25, 2009

12 Noon: #48: Pot-Limit Omaha Hi-Low Split-8 or Better \$1,500 (3 day event)  
2pm: #45: *World Championship Pot-Limit Hold'em Final Table*  
2pm: #46: *Omaha Hi-Low Split-8 or Better Final Table*  
2pm: #47: Mixed Hold'em Day 2

### Friday, June 26, 2009

12 Noon: #49: World Championship H.O.R.S.E. \$50,000 (5 day event)  
2pm: #47: *Mixed Hold'em Final Table*  
2pm: #48: Pot-Limit Omaha Hi-Low Split-8 or Better Day 2  
5pm: #50: Limit Hold'em Shootout \$1,500 (1,000 players max.) (3 day event)

### Saturday, June 27, 2009

12 Noon: #51: No-Limit Hold'em \$1,500 (3 day event)  
2pm: #48: *Pot-Limit Omaha Hi-Low Split-8 or Better Final Table*  
2pm: #49: World Championship H.O.R.S.E. Day 2  
2pm: #50: Limit Hold'em Shootout Day 2

### Sunday, June 28, 2009

12 Noon: #52: Triple Chance No-Limit Hold'em \$3,000 (3 day event)  
2pm: #49: World Championship H.O.R.S.E. Day 3  
2pm: #51: No-Limit Hold'em Day 2  
2pm: #50: *Limit Hold'em Shootout Final Table*  
5pm: #53: Seven Card Stud Hi-Low-8 or Better \$1,500 (3 day event)

### Monday, June 29, 2009

12 Noon: #54: No-Limit Hold'em \$1,500 (3 day event)  
2pm: #51: *No-Limit Hold'em Final Table*  
2pm: #49: World Championship H.O.R.S.E. Day 4  
2pm: #52: Triple Chance No-Limit Hold'em Day 2  
2pm: #53: Seven Card Stud Hi-Low-8 or Better Day 2  
5pm: #55: 2-7 Triple Draw Lowball (Limit) \$2,500 (3 day event)

### Tuesday, June 30, 2009

12 Noon: #56: No-Limit Hold'em Six-Handed \$5,000 (3 day event)  
2pm: #49: *World Championship H.O.R.S.E. Final Table*

2pm: #52: Triple Chance No-Limit Hold'em Final Table  
2pm: #53: Seven Card Stud Hi-Low-8 or Better Final Table  
2pm: #54: No-Limit Hold'em Day 2  
2pm: #55: 2-7 Triple Draw Lowball Day 2

### Wednesday, July 1, 2009

2pm: #54: No-Limit Hold'em Final Table  
2pm: #55: 2-7 Triple Draw Lowball Final Table  
2pm: #56: No-Limit Hold'em Six-Handed Day 2

### Thursday, July 2, 2009

2pm: #56: No-Limit Hold'em Six-Handed Final Table  
2pm: AUSA: Ante Up For Africa Celebrity-Charity No-Limit Hold'em \$5,000 (1 day)

### Friday, July 3, 2009

12 Noon: #57A: World Championship No-Limit Hold'em \$10,000 Main Event (Day 1A)

### Saturday, July 4, 2009

12 Noon: #57B: World Championship No-Limit Hold'em \$10,000 Main Event (Day 1B)

### Sunday, July 5, 2009

12 Noon: #57C: World Championship No-Limit Hold'em \$10,000 Main Event (Day 1C)

### Monday, July 6, 2009

12 Noon: #57D: World Championship No-Limit Hold'em \$10,000 Main Event (Day 1D)

### Tuesday, July 7, 2009

12 Noon: #57AB: World Championship No-Limit Hold'em \$10,000 Main Event Day 2A (1A&B)

### Wednesday, July 8, 2009

12 Noon: #57CD: World Championship No-Limit Hold'em \$10,000 Main Event Day 2B (1C&D)

### Thursday, July 9, 2009

12 Noon: Main Event Off-Day  
12 Noon: State of the WSOP Press Conference, Media Luncheon, Media Charity Poker Tournament

### Friday, July 10, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 3

### Saturday, July 11, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 4

### Sunday, July 12, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 5

### Monday, July 13, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 6

### Tuesday, July 14, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 7 (Play to 27)

### Wednesday, July 15, 2009

12 Noon: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 8 (Play to 9)

### Saturday, November 7, 2009

TBD: #57: World Championship No-Limit Hold'em \$10,000 Main Event Day 9 (Play to 2)

### Tuesday, November 10, 2009

TBD: #57: World Championship No-Limit Hold'em \$10,000 Main Event Final Day (Heads Up)



## ESPN TV SCHEDULE FOR 2009 WSOP

ESPN's coverage of the 2009 World Series of Poker from the Rio All-Suite Hotel and Casino in Las Vegas will air every Tuesday from July 28 through Nov. 10. From July 28 through Oct. 6, ESPN presents back-to-back WSOP episodes from 8-10 pm ET. From Oct. 13 through the culmination of the Main Event on Nov. 10, the WSOP will air in the 9-11 pm ET time slot.

**Norman Chad** and **Lon McEachern** return to call all the action. **Doug White**, Senior Director of Programming and Acquisitions and **Jamie Horowitz**, Coordinating Producer are the executives in charge for poker coverage on ESPN.

For all ESPN media inquiries and interview requests, please contact **George McNeilly**, Senior Director of Communications ([george.mcneilly@espn.com](mailto:george.mcneilly@espn.com)) or (407) 566-2077, and visit [http://espnmediazone.com/press\\_kits/EOE/2008WorldSeriesofPoker.htm](http://espnmediazone.com/press_kits/EOE/2008WorldSeriesofPoker.htm) for the latest World Series of Poker releases, schedules, news, photos, video and audio clips, and more.

Below is this year's telecast schedule on ESPN.

Date	Time	Event	Episode #
July 28	8:00 PM ET	Special 40 <sup>th</sup> Annual \$40,000 No Limit Hold'em	1
July 28	9:00 PM ET	Special 40 <sup>th</sup> Annual \$40,000 No Limit Hold'em	2
August 4	8:00 PM ET	WSOP Champions Invitational	3
August 4	9:00 PM ET	WSOP Champions Invitational	4
August 11	8:00 PM ET	Ante Up For Africa Celebrity-Charity Event	5
August 11	9:00 PM ET	Ante Up For Africa Celebrity-Charity Event	6
August 18	8:00 PM ET	Main Event Day 1A	7
August 18	9:00 PM ET	Main Event Day 1A	8
August 25	8:00 PM ET	Main Event Day 1B	9
August 25	9:00 PM ET	Main Event Day 1B	10
September 1	8:00 PM ET	Main Event Day 1C	11
September 1	9:00 PM ET	Main Event Day 1C	12
September 8	8:00 PM ET	Main Event Day 1D	13
September 8	9:00 PM ET	Main Event Day 1D	14
September 15	8:00 PM ET	Main Event Day 2A	15
September 15	9:00 PM ET	Main Event Day 2A	16
September 22	8:00 PM ET	Main Event Day 2B	17
September 22	9:00 PM ET	Main Event Day 2B	18
September 29	8:00 PM ET	Main Event Day 3	19
September 29	9:00 PM ET	Main Event Day 3	20
October 6	8:00 PM ET	Main Event Day 4	21
October 6	9:00 PM ET	Main Event Day 4	22
October 13	9:00 PM ET	Main Event Day 5	23
October 13	10:00 PM ET	Main Event Day 5	24
October 20	9:00 PM ET	Main Event Day 6	25
October 20	10:00 PM ET	Main Event Day 6	26
October 27	9:00 PM ET	Main Event Day 7	27
October 27	10:00 PM ET	Main Event Day 7	28
November 3	9:00 PM ET	Main Event Day 8	29
November 3	10:00 PM ET	Main Event Day 8	30
November 10	9-11:00 PM ET	Main Event Final Table	31

\*TV Schedule Subject to Change



## **SPECIAL 40<sup>th</sup> ANNUAL \$40,000 NO-LIMIT HOLD'EM**

**Thursday, May 28, 2009 – 12 noon PT – Event #2**

**Televised on *ESPN* July 28<sup>th</sup> from 8-10 PM ET**

As the World Series of Poker celebrates its 40<sup>th</sup> annual event in 2009, a special \$40,000 buy-in No-Limit Hold'em tournament was added to the bracelet schedule to pay tribute to the 40 years of the WSOP.

Expected to draw the biggest names in poker today, the four-day, slow-structure, 120,000-starting-chips tournament will surely allow the skill of the players to be on display.

It promises to offer what may be the most-decorated final table ever assembled.

ESPN will be on hand to film the tournament, which will take place from May 28-31 in the Amazon Room at the Rio All-Suite Hotel and Casino, and plans to televise the action in a two-hour telecast on Tuesday, July 28.

The \$40,000 buy-in fee is the second-most expensive of the 57 events at the World Series of Poker, behind only the \$50,000 buy-in World Championship H.O.R.S.E. event, and is the richest entry fee for a No-Limit Hold'em poker event in North America.

**[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)**



## **WSOP CHAMPIONS INVITATIONAL**

**May 31-June 1 – Special Event**

**Televised on  August 4<sup>th</sup> from 8-10 PM ET**

As a special way to reflect on the history and the heritage of the game's greatest players a special invitation-only event to help commemorate the 40<sup>th</sup> Annual World Series of Poker will be offered in 2009.

The Rio All-Suites Hotel and Casino has invited prior WSOP Main Event winners to participate in a No-Limit Hold'em freeroll tournament.

The event will take place on Sunday, May 31, with the final table to be contested on Monday, June 1.

ESPN will televise this tournament as part of its 2009 World Series of Poker coverage on Tuesday, August 4 from 8-10 PM ET.

The winner of the Main Event has gone on to serve as the reigning world champion of poker in the year after their victory and carried himself as an ambassador of the sport of poker. The World Series of Poker has chosen to honor these past champions with a special event at this year's event.

Of the 39 previous winners of the WSOP Main Event, there are 34 people due to the fact four players have won a combined nine WSOP Main Event titles (Johnny Moss, Doyle Brunson, Stu Ungar, Johnny Chan).

Seven of these 34, Johnny Moss, Puggy Pearson, Stu Ungar, Hal Fowler, Jack Strauss, Jack Keller and Bill Smith have since passed.

The two or three table field will be playing for a special commemorative Champions Cup which will be called the "Binion Cup" along with a car. Jack Binion will be on hand to present the winner with the trophy. A bracelet is not at stake for this freeroll event.

The final table will feature the most illustrious names from the World Series of Poker battling it out below the giant banners of their faces that adorn the Amazon Room at the Rio Hotel during the World Series of Poker.

**[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)**



## **ANTE UP FOR AFRICA CELEBRITY-CHARITY POKER TOURNAMENT**

**Thursday, July 2, 2009 – 2:00 PM – \$5,000 No-Limit Hold'em**

**Televised on  August 11<sup>th</sup> from 8-10 PM ET**

Professional poker player and devout philanthropist Annie Duke partnered with actor Don Cheadle and Harrah's Entertainment to establish the Ante Up For Africa celebrity and charity \$5,000 buy-in No Limit Hold'em poker tournament ([www.anteupforafrica.org](http://www.anteupforafrica.org)) in 2007.

Ante Up for Africa is a non-profit organization that raises funds for the survivors of the humanitarian crisis in Darfur, Sudan, and works to heighten the public's consciousness of the issue.

ESPN will televise the 2009 Ante Up For Africa Celebrity Charity Poker Tournament on August 11. The event is expected to draw some of the biggest names in Hollywood and the poker community.

The organization held its first annual poker tournament at the World Series of Poker in Las Vegas in 2007, raising more than \$700,000 for the cause, strictly coming from player donations.

In a remarkable showing, Brandon Moran and Dan Shak, the final two participants in the 2007 event, agreed to donate their entire winnings to Ante Up For Africa – a total of \$385,000. As a result, the two were declared co-winners of the inaugural event.

In 2008, the tournament raised nearly \$500,000, with the winner John Hennigan and runner-up Michael DeGusta each donating their entire cash prize for the cause. Notable money winners Ray Romano, Casey Affleck and poker pro Phil Hellmuth also contributed their entire winnings to Ante Up For Africa.

The 2009 tournament will take place on Thursday, July 2<sup>nd</sup> at 2:00 PM during the 40<sup>th</sup> Annual World Series of Poker (WSOP) and is expected to attract a star-studded celebrity field.

The 2009 WSOP will take place at the Rio All-Suite Hotel and Casino in Las Vegas, Nevada from May 26<sup>th</sup> - July 15<sup>th</sup>.

For more information on the event, visit [www.anteupforafrica.org](http://www.anteupforafrica.org)

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **MAIN EVENT – FINAL TABLE – THE “NOVEMBER NINE”**

**NOVEMBER 7-10, 2009**

**Televised on  Tuesday, November 10th 8:00-11:00 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 2009, the plan is to continue with the revised format of poker's most seminal competition, better aligning the tournament and the television experience. It is expected this structure will become a permanent addition to the World Series of Poker.

The Main Event in 2009 will be contested from July 3-15, and then play will stop until November 7, resuming on that date with the final nine players. Once two players remain on Saturday, November 7, play will stop again, resuming on Tuesday, November 10 in front of a live audience and on the same day ESPN televises the event to the country.

Each of the nine players who make it to the WSOP Main Event Final Table will receive ninth place prize money on July 16, when the finalists are determined. Harrah's will then provide each of those players with an all-expense paid trip for two for their return to Las Vegas in November to play the final portion of the tournament.

From July 15 to November 7, a span of 115 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.

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.

The winner of the Main Event is expected to be crowned late in the day on November 10. ESPN will edit the two-day Final Table action and televise it in a special program from 9:00-11:00 PM ET on Tuesday, November 10, potentially within minutes of the winner being crowned. A one-hour preview show is scheduled for 8:00 PM ET.

The inaugural November Nine included:

1 <sup>st</sup> :	Peter Eastgate, Odense, Denmark	2 <sup>nd</sup> :	Ivan Demidov, Moscow, Russia
3 <sup>rd</sup> :	Dennis Phillips, St. Louis, Missouri	4 <sup>th</sup> :	Ylon Schwartz, Brooklyn, New York
5 <sup>th</sup> :	Scott Montgomery, Perth, Ontario, Canada	6 <sup>th</sup> :	Darus Suharto, Toronto, Ontario, Canada
7 <sup>th</sup> :	David Rheem, Los Angeles, California	8 <sup>th</sup> :	Kelly Kim, Whittier, California
9 <sup>th</sup> :	Craig Marquis, Arlington, Texas		

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **\$50,000 WORLD CHAMPIONSHIP H.O.R.S.E.**

**Friday, June 26, 2009 – 12 p.m. PT – Event #49**

The \$50,000 H.O.R.S.E. World Championship requires participants to play a rotation of five popular forms of poker – (H)old ‘em, (O)maha High-Low, (R)azz, Seven-Card (S)tud and Seven-Card Stud (E)ight or Better.

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 H.O.R.S.E. 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 perpetual 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 57 events at the World Series of Poker and is the richest entry fee for a poker event in North America.

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

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## THE WSOP BRACELET – THE MOST COVETED PRIZE IN POKER



“If it wasn’t for the bracelet, I wouldn’t be playing.”  
- Daniel Negreanu

“Winning the bracelet was the greatest day of my life.”  
- David Williams

“The bracelets are more meaningful than all the money  
because they represent history.”  
- Phil Hellmuth Jr.



“Better than winning an Oscar.”  
- Jennifer Tilly



“There are two kinds of poker players,  
those with WSOP bracelets and those without.”  
- Phil Gordon

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **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, featuring 57 poker events over 50 consecutive days with prize money awarded to the tune of \$180 million. In 2008, the WSOP attracted more than 58,000 participants from 124 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.

Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker’s longest running set of tournaments, dating back to 1970. The World Series of Poker culminates with the \$10,000 No-Limit Hold’em World Championship, commonly referred to as the Main Event.

The winner of each event gets a World Series of Poker gold bracelet – globally recognized as the game’s highest honor – and a cash prize based on the number of entrants and the amount of the event buy-in.

Buy-ins for the different events range from \$1,000 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 World Series of Poker 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.

Harrah’s Entertainment acquired the WSOP in 2004, and participation in the event has increased by more than 300 percent since. The WSOP team has forged groundbreaking alliances in broadcasting, digital media and corporate sponsorship and successfully extended the brand internationally, with the advent of the World Series of Poker Europe in London 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. Jeffrey Pollack, a former NASCAR and NBA executive, is the Commissioner of the WSOP and through his leadership the prize pool for the past three years (\$500 million) is greater than the total prize pool of the first 36 WSOP tournaments combined (\$367 million).

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **A HISTORICAL PERSPECTIVE** **THE WORLD SERIES OF POKER (WSOP)**

### ***When the first annual WSOP was held in 1970:***

- A gallon of gasoline cost 36 cents
- The median value of a single-family home in the United States was \$65,300
- The average price of a new domestic car was \$3,708
- The median U.S. household income was \$8,734
- Federal minimum wage was \$1.60
- The cost of a first-class stamp in the U.S. was 6 cents.
- “Midnight Cowboy” won the Academy Award for Best Picture
- “Bridge Over Troubled Water” by Simon & Garfunkel topped Billboard Hot 100
- Richard Nixon was President of the United States

### ***WSOP has been in existence longer than:***

- The right of 18-year-olds to vote in federal elections (1971)
- The Hacky Sack (1972)
- Lego (1973)
- Roe vs. Wade (1973)
- The Rubik’s Cube (1974)
- The VCR (1975)
- The Post-It Note (1977)

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **BY THE NUMBERS – WORLD SERIES OF POKER**

(1970 THRU 2008 WSOP)

- ♣ \$867,253,377 – # in dollar amount, of total prize money awarded
- ♦ 286,993 – # of entrants that have competed in the WSOP
- ♥ 27,685 – # of entrants that have cashed
- ♠ 761 – # of 1<sup>st</sup> place finishers [same # of individual tournaments held]
- ♣ 36,979 – # of total entrants to compete in the WSOP Main Event
- ♦ 731 – # 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 instead.]
- ♥ 11 - # of bracelets won by Phil Hellmuth, the most of any player in history
- ♠ 53 - # of multi-millionaires created by the WSOP
- ♣ \$9,152,416 – Amount Peter Eastgate won for winning 2008 Main Event
- ♦ \$0 – Amount Johnny Moss won for winning 1970 Main Event [won a Silver Cup]
- ♥ 6,843 – # of people Eastgate beat in 2008 to become champion
- ♠ 6 – # of people Moss beat in 1970 to become champion [by vote of his peers]
- ♣ 94 – Age of Jack Ury in 2007, the oldest player ever to compete in a WSOP event
- ♦ 22 years, 10 months, 28 days – Age of Eastgate [The youngest Main Event champion in history]
- ♥ 124 – # of nations represented at the 2008 WSOP [80 nations competed in 2006 Winter Olympics]
- ♠ 1 – Number of countries represented at the 1970 WSOP
- ♣ \$1,000 – Smallest buy-in for a WSOP bracelet event in 2009 [Event#4 – No Limit Hold'em]
- ♦ \$50,000 – Highest buy-in for a WSOP bracelet event in 2009 [Event#49 H.O.R.S.E.]
- ♥ 40 – # of cameras ESPN uses to cover WSOP [NBC used 35 to cover Super Bowl XLIII]
- ♠ 1970 – Year that the first WSOP was held at Binion's Horseshoe in Las Vegas
- ♣ 2009 – Year that the 40<sup>th</sup> Annual WSOP will be held at the Rio in Las Vegas

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



**2009 PokerPalooza!  
Rio All-Suite Hotel & Casino  
July 2-5, 2009**

The Gaming Lifestyle Expo, the world's largest poker show, will return bigger and better under a new brand and format. The inaugural "PokerPalooza!" will provide the same access to poker and lifestyle exhibitors, but expand the focus on fun, social, and interactive elements.

PokerPalooza! attractions will be divided into a number of grouped categories, designed to appeal to everyone from the touring professional to those who have not yet taken up the game. "It's going to be part trade show, part carnival, all fun," said Ty Stewart, marketing director for the WSOP.

Multiple WSOP champions are expected to be on hand signing autographs. There will be an expanded food court and signature "Bad Beat Bar" to swap stories after being eliminated from poker's biggest event. PokerPalooza! will take place in the Rio Pavilion, directly adjacent to the WSOP playing area.

Schedule

Thursday, July 2 <sup>nd</sup>	11am – 8:30 pm
Friday, July 3 <sup>rd</sup>	11am – 8:30 pm
Saturday, July 4 <sup>th</sup>	11am – 8:30 pm
Sunday, July 5 <sup>th</sup>	11am – 6:00 pm

Interactive Zones

- ♥ Poker Media
- ♦ Poker Education
- ♠ Arcade
- ♣ Poker Retail
- ♥ Poker Circuit
- ♦ WSOP History
- ♠ "Lap of Luxury"
- ♣ "Bad Beat Bar"
- ♥ Food/Beverage

For information on exhibition sales and marketing opportunities, please contact Sharon Wayne, Expo Manager T: (702)777-2310 Email: [Swayne@lvrio.harrahs.com](mailto:Swayne@lvrio.harrahs.com)

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **ANECDOTES – WORLD SERIES OF POKER**

- The World Series of Poker is the longest-running, richest and most prestigious gaming event in the world.
- In 2008, the WSOP awarded \$180,774,427 in prize money.
- 2009 is a milestone year as it marks the 40<sup>th</sup> annual WSOP.
- As the staple tournament for the best poker players in the world, the WSOP attracted participants from 124 locations across the world in 2008.
- Since Harrah's Entertainment assumed ownership of the WSOP in 2004, the tournament has grown significantly in participation each year:
  - 2004: 13,036 player registrations
  - 2005: 32,341 player registrations
  - 2006: 48,364 player registrations
  - 2007: 54,288 player registrations
  - 2008: 58,720 player registrations
- The WSOP has expanded internationally. The first-ever WSOP event was held outside the U.S. in September 2007 in London. This year marks the third annual World Series of Poker Europe (WSOPE).
  - The 2009 WSOPE Presented by Betfair will take place September 17<sup>th</sup> to October 1<sup>st</sup> in London's famed Leicester Square at the Casino at the Empire.
- The 40<sup>th</sup> Annual World Series of Poker will take place from May 26<sup>th</sup> through July 15<sup>th</sup> at the Rio All-Suite Hotel and Casino in Las Vegas. Winners of each of the 57 events will receive an exclusive World Series of Poker bracelet made by the luxury watchmaker Corum, known worldwide as the most coveted prize in gaming.
- The 2009 WSOP will feature 295 poker tables.
- The 2009 tournament will be televised exclusively on ESPN in the United States.
- According to a December 2007 article in *The Economist*, poker is the third most watched sport on cable television today – following the NFL and NASCAR.

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



### MAIN EVENT CHAMPIONS – WORLD SERIES OF POKER

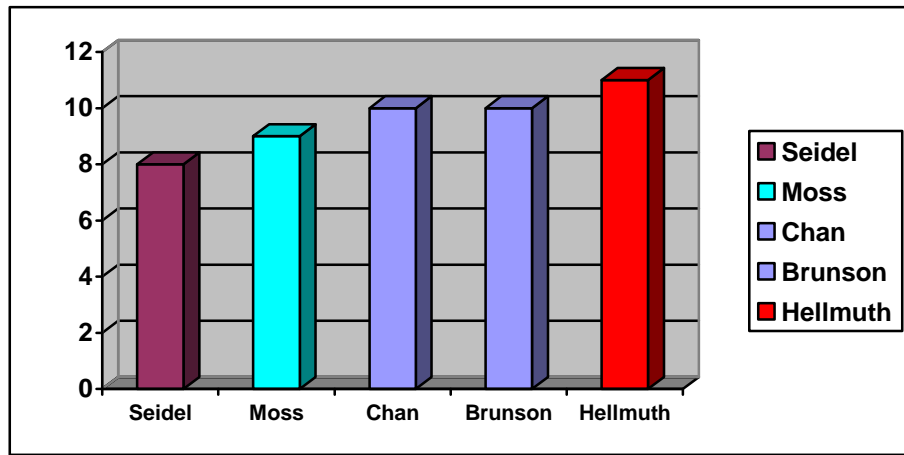
<u>YEAR</u>	<u>WINNER</u>	<u># of ENTRANTS</u>	<u>PRIZE</u>
1970	Johnny Moss*	7	Silver Cup
1971	Johnny Moss	6	\$30,000**
1972	Thomas “Amarillo Slim” Preston	8	\$80,000
1973	Walter “Puggy” Pearson	13	\$130,000
1974	Johnny Moss	16	\$160,000
1975	Brian “Sailor” Roberts	21	\$210,000
1976	Doyle Brunson	22	\$220,000
1977	Doyle Brunson	34	\$340,000
1978	Bobby Baldwin	42	\$210,000
1979	Hal Fowler	54	\$270,000
1980	Stu Ungar	73	\$385,000
1981	Stu Ungar	75	\$375,000
1982	Jack “Treetop” Strauss	104	\$520,000
1983	Tom McEvoy	108	\$540,000
1984	Jack Keller	132	\$660,000
1985	Bill Smith	140	\$700,000
1986	Berry Johnston	141	\$570,000
1987	Johnny Chan	152	\$625,000
1988	Johnny Chan	167	\$700,000
1989	Phil Hellmuth	178	\$755,000
1990	Mansour Matloubi	194	\$895,000
1991	Brad Dougherty	215	\$1,000,000
1992	Hamid Datsmalchi	201	\$1,000,000
1993	Jim Bechtel	220	\$1,000,000
1994	Russ Hamilton	268	\$1,000,000
1995	Dan Harrington	273	\$1,000,000
1996	Huck Seed	295	\$1,000,000
1997	Stu Ungar	312	\$1,000,000
1998	Scotty Nguyen	350	\$1,000,000
1999	Noel Furlong	393	\$1,000,000
2000	Chris “Jesus” Ferguson	512	\$1,500,000
2001	Carlos Mortensen	613	\$1,500,000
2002	Robert Varkonyi	631	\$2,000,000
2003	Chris Moneymaker	839	\$2,500,000
2004	Grey Raymer	2,576	\$5,000,000
2005	Joe Hachem	5,619	\$7,500,000
2006	Jamie Gold	8,773	\$12,000,000
2007	Jerry Yang	6,358	\$8,250,000
2008	Peter Eastgate	6,844	\$9,152,416

\*By Vote of Peers

\*\*Buy-in was \$5,000. Ever since, buy-in has been \$10,000.



## GOLD BRACELET COUNT – WORLD SERIES OF POKER



<b>RANK</b>	<b>NAME</b>	<b>BRACELETS</b>
1 <sup>st</sup>	Phil Hellmuth	11
2 <sup>nd</sup>	Doyle Brunson	10
	Johnny Chan	10
4 <sup>th</sup>	Johnny Moss	9
5 <sup>th</sup>	Eric Seidel	8
6 <sup>th</sup>	Billy Baxter	7
7 <sup>th</sup>	Layne Flack	6
	Men "the Master" Nguyen	6
	Jay Heimowitz	6
	T.J. Cloutier	6
11 <sup>th</sup>	Scotty Nguyen	5
	Allen Cunningham	5
	Phil Ivey	5
	Ted Forrest	5
	Chris "Jesus" Ferguson	5
	Berry Johnston	5
	Gary "Bones" Berland	5
	Stu "The Kid" Ungar	5
19 <sup>th</sup>	John Juanda	4
	Daniel Negreanu	4
	David Chiu	4
	Huck Seed	4
	Mickey Appelman	4
	Artie Cobb	4
	Tom McEvoy	4
	Lakewood Louie	4
	Thomas "Amarillo Slim" Preston	4
	Walter "Puggy" Pearson	4
30 <sup>th</sup>	23 people tied	3

\*Through 2008 WSOP/WSOPE



## ALL-TIME CASHES – WORLD SERIES OF POKER

<u>RANK</u>	<u>NAME</u>	<u># of LIFETIME CASHES</u>
1 <sup>st</sup>	Phil Hellmuth	66
2 <sup>nd</sup>	Men “the Master” Nguyen	59
3 <sup>rd</sup>	Chris “Jesus” Ferguson	56
4 <sup>th</sup>	Berry Johnston	55
5 <sup>th</sup>	T.J. Cloutier	53
	Humberto Brenes	53
7 <sup>th</sup>	Eric Seidel	52
8 <sup>th</sup>	Brent Carter	48
9 <sup>th</sup>	Mike Sexton	45
	“Miami” John Cernuto	45
	Chau Giang	45
12 <sup>th</sup>	Duane “Dewey” Tomko	44
13 <sup>th</sup>	John Juanda	43
	Chris Bjin	43
15 <sup>th</sup>	Thor Hansen	41
16 <sup>th</sup>	Johnny Chan	40
	Mel Judah	40
18 <sup>th</sup>	An Tran	39
	Mickey Appelman	39
20 <sup>th</sup>	Ken Flaton	38
	Tom McEvoy	38
	Howard Lederer	38
23 <sup>rd</sup>	Jay Heimowitz	37
	Allen Cunningham	37
	Barry Greenstein	37
26 <sup>th</sup>	Scotty Nguyen	36
	Steve Zolotow	36
	Frank Henderson	36
29 <sup>th</sup>	Tony Cousineau	35
	Huck Seed	35
31 <sup>st</sup>	David Chiu	34
32 <sup>nd</sup>	Daniel Negreanu	33
	Annie Duke	33
34 <sup>th</sup>	John Bonetti	32
	Doyle Brunson	32
	Harry Thomas	32
37 <sup>th</sup>	Phil Ivey	30
	Dan Heimiller	30
39 <sup>th</sup>	Blair Rodman	29
40 <sup>th</sup>	Robert Turner	28
	Artie Cobb	28
	Bill Gazes	28
	David Plastik	28

\*Through 2008 WSOP/E



**ALL-TIME MONEY LIST – WORLD SERIES OF POKER**  
 [Multi-millionaires Club]

<b>RANK</b>	<b>NAME</b>	<b>TOTAL WINNINGS</b>
1 <sup>st</sup>	Jamie Gold	\$12,064,976
2 <sup>nd</sup>	Peter Eastgate	\$9,152,416
3 <sup>rd</sup>	Jerry Yang	\$8,250,000
4 <sup>th</sup>	Joe Hachem	\$7,940,210
5 <sup>th</sup>	Allen Cunningham	\$6,673,828
6 <sup>th</sup>	Ivan Demidov	\$6,673,828
7 <sup>th</sup>	Paul Wasicka	\$6,189,966
8 <sup>th</sup>	Phil Hellmuth	\$6,020,430
9 <sup>th</sup>	Greg Raymer	\$5,712,585
10 <sup>th</sup>	Tuan Lam	\$4,851,424
11 <sup>th</sup>	Michael Binger	\$4,810,828
12 <sup>th</sup>	Scotty Nguyen	\$4,694,049
13 <sup>th</sup>	Dennis Phillips	\$4,517,773
14 <sup>th</sup>	T.J. Cloutier	\$4,319,573
15 <sup>th</sup>	Steve Dannenmann	\$4,271,489
16 <sup>th</sup>	David Williams	\$4,194,860
17 <sup>th</sup>	Johnny Chan	\$4,148,868
18 <sup>th</sup>	Chris Ferguson	\$3,943,053
19 <sup>th</sup>	Erik Seidel	\$3,941,869
20 <sup>th</sup>	Ylon Schwartz	\$3,919,554
21 <sup>st</sup>	Dan Harrington	\$3,491,513
22 <sup>nd</sup>	Freddy Deeb	\$3,328,496
23 <sup>rd</sup>	John Juanda	\$3,315,286
24 <sup>th</sup>	Josh Arieh	\$3,265,315
25 <sup>th</sup>	Rhett Butler	\$3,221,237
26 <sup>th</sup>	Scott Montgomery	\$3,170,468
27 <sup>th</sup>	Phil Ivey	\$3,100,874
28 <sup>th</sup>	Mike Matusow	\$3,049,265
29 <sup>th</sup>	Raymond Rahme	\$3,048,025
30 <sup>th</sup>	Richard Lee	\$2,819,212
31 <sup>st</sup>	Doyle Brunson	\$2,808,945
32 <sup>nd</sup>	Dewey Tomko	\$2,656,481
33 <sup>rd</sup>	John Barch	\$2,589,869
34 <sup>th</sup>	Chris Moneymaker	\$2,532,041
35 <sup>th</sup>	Darus Suharto	\$2,444,941
36 <sup>th</sup>	Huck Seed	\$2,426,842
37 <sup>th</sup>	Douglas Kim	\$2,391,520
38 <sup>th</sup>	Erik Friberg	\$2,324,771
39 <sup>th</sup>	Aaron Kanter	\$2,311,318
40 <sup>th</sup>	Chip Reese	\$2,300,855
41 <sup>st</sup>	Layne Flack	\$2,268,357
42 <sup>nd</sup>	David Rheem	\$2,247,493
43 <sup>rd</sup>	Alexander Kravchenko	\$2,216,124
44 <sup>th</sup>	Carlos Mortensen	\$2,194,878
45 <sup>th</sup>	Men Nguyen	\$2,154,643
46 <sup>th</sup>	David Chiu	\$2,146,635
47 <sup>th</sup>	Barry Greenstein	\$2,091,699
48 <sup>th</sup>	Stu Ungar	\$2,078,838
49 <sup>th</sup>	Andy Black	\$2,066,401
50 <sup>th</sup>	Berry Johnston	\$2,057,169
51 <sup>st</sup>	Humberto Brenes	\$2,055,157
52 <sup>nd</sup>	Robert Varkonyi	\$2,051,398
53 <sup>rd</sup>	Sammy Farha	\$2,020,155

\*Through 2008 WSOPE



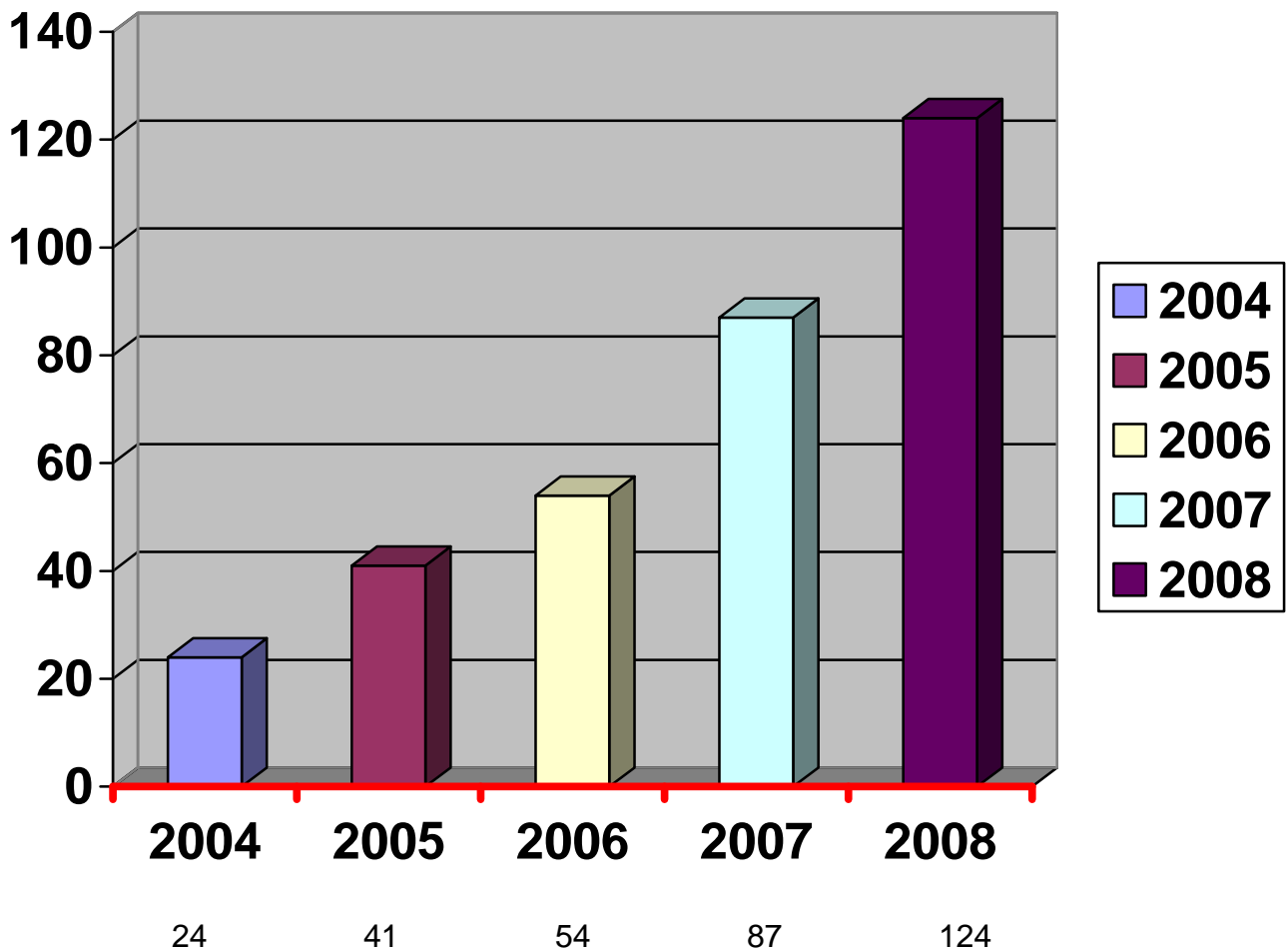
## GROWTH IN NATIONS PARTICIPATING IN WORLD SERIES OF POKER

Truly the **WORLD** Series of Poker

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

More nations participated in the WSOP in 2008 than the last Winter Olympics (124 vs. 80)

### 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.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## NATIONS THAT PARTICIPATED IN 2008 WORLD SERIES OF POKER

ARGENTINA	FRENCH GUIANA	NETHERLAND	U.S. VIRGIN
ARMENIA	GABON	ANTILLES	ISLANDS
AUSTRALIA	GAMBIA	NEW ZEALAND	VENEZUELA
AUSTRIA	GERMANY	NIGERIA	WALES
AZERBAIJAN	GHANA	NORWAY	YUGOSLAVIA
BAHAMAS	GIBRALTAR	PANAMA	ZAMBIA
BALI ISLANDS	GREECE	PARAGUAY	
BARBADOS	GRENADA	PERU	*124 Locations
BELGIUM	GUADALOUPE	PHILIPPINES	
BELIZE	GUAM	POLAND	
BENIN	GUATEMALA	PORTUGAL	
BERMUDA	GUINEA	PUERTO RICO	
BOLIVIA	HAITI	ROMANIA	
BOTSWANA	HONDURUS	RUSSIA	
BRAZIL	HONG KONG	SAMOA	
BRITISH	HUNGARY	SCOTLAND	
HONDURAS	ICELAND	SENEGAL	
BULGARIA	INDIA	SIERRA LEONE	
CANADA	INDONESIA	SINGAPORE	
CATALONIA	IRELAND	SLOVENIA	
CENTRAL AFRICA	ISLE OF MAN	SOUTH AFRICA	
REP.	ISRAEL	SOUTH KOREA	
CHAD	ITALY	SPAIN	
CHILE	JAMAICA	SRI LANKA	
CHINA	JAPAN	SAINT MARTIN	
COLUMBIA	JORDAN	SWAZILAND	
CONGO	KOREA	SWEDEN	
CORSICA	LAOS	SWITZERLAND	
COSTA RICA	LATVIA	SYRIA	
CYPRUS	LEBANON	TAHITI	
CZECH REPUBLIC	LIECHTENSTEIN	TAIWAN	
DENMARK	LITHUANIA	TANZANIA	
DOM. REPUBLIC	LUXEMBOURG	THAILAND	
ECUADOR	MACEDONIA	TRINIDAD &	
EGYPT	MALAYSIA	TOBAGO	
EL SALVADOR	MARTINIQUE	TURKEY	
ENGLAND	MEXICO	TURKS & CAICOS	
ESTONIA	MOLDOVA	UKRAINE	
EQUATORIAL	MONACO	UNITED ARAB	
GUINEA	MOROCCO	EMIRATES	
FINLAND	NETHERLANDS	UNITED STATES	
FRANCE		URUGUAY	



## **AMATEURS WHO HAVE WON THE MAIN EVENT OF THE WSOP**

For seven consecutive years, the champion of the \$10,000 No-Limit Hold'em World Championship Main Event has been won by an amateur (a poker player who at the time of their win had supported themselves in a vocation other than poker) – the longest such streak in the 39-year history of the WSOP.

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

Who will win the 2009 Main Event? An amateur or a professional?

<b><u>YEAR</u></b>	<b><u>NAME</u></b>	<b><u>OCCUPATION</u></b>
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

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **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” Dandolos 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 Dandolos 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.” Dandolos 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 tournament).

But even Benny Binion, who passed away on Christmas Day of 1989, would have had difficulty foreseeing the enormous growth the Horseshoe's 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 2008's WSOP attracted 58,720 entrants. The prize money has increased exponentially as well. In 1982, a total of \$2,607,700 was awarded, while in 2008 a staggering \$180,676,248 was won. Whereas only 12 events, mostly Texas Hold'em and Seven-Card Stud, were scheduled as recently as 1988, the 2009 tournament offers 57 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.

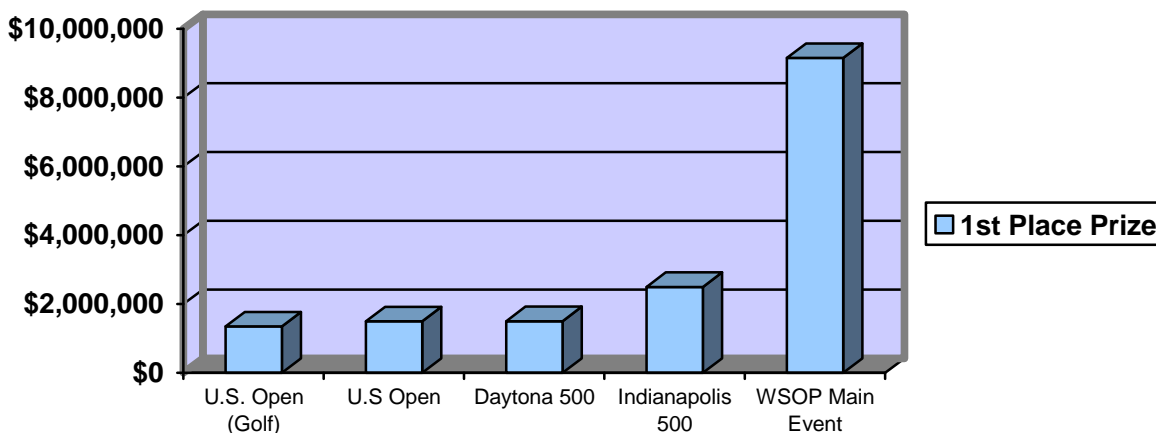


## COMPARING THE MAJORS

The World Series of Poker (WSOP) Main Event Champion in 2008 -- Peter Eastgate -- known worldwide as the reigning world champion of poker, was awarded \$9,152,416 and the coveted Corum championship bracelet in 2008.

Eastgate was awarded more prize money in 2008 than any other major individual sport's crowning champion. In fact, Eastgate won more than the Daytona 500, Indianapolis 500, U.S. Open (golf), U.S. Open (tennis), Masters and Wimbledon champions combined!

**\$9,152,416 vs. \$7,426,040.**



TITLE	WINNER	PRIZE
WSOP Main Event Champion	Peter Eastgate	\$9,152,416
Indianapolis 500 Winner	Scott Dixon	\$2,500,000
Daytona 500 Winner	Ryan Newman	\$1,506,040
U.S. Open (tennis)	Roger Federer	\$1,500,000
U.S. Open (golf)	Tiger Woods	\$1,350,000

Note: 2008 Calendar Year

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.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 Harrah's vision to constantly improve the World Series of Poker.

### **When was the PAC formed?**

World Series of Poker Commissioner Jeffrey Pollack created the PAC in 2006 shortly after joining Harrah's 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 three years. The PAC does not have decision-making authority, but Harrah's 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 Commissioner Pollack, who seeks to have an intellectually diverse group of players who can provide fresh insights and opinions to benefit the interests of the sport 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 Commissioner 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.

### **The following poker players currently serve as Committee members:**

\* As of April, 2009

**Marissa Chien  
Wendee Eolis  
Chris Ferguson  
Mary Jones  
Tom Schneider  
David Williams**

**T.J. Cloutier  
Maureen Feduniak  
Phil Gordon  
Howard Lederer  
Jennifer Harman  
Robert Williamson III**

**Annie Duke  
Robert Feduniak  
Barry Greenstein  
Daniel Negreanu  
Cyndy Violette  
Steve Zolotow**



## POKER HALL OF FAME

The Poker Hall of Fame, established in 1979, was acquired by Harrah's 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 16 living members, and 37 members have been bestowed the honor of Poker Hall of Famer.

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
- 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 37 Poker Hall of Fame members is as follows:

<b>YEAR</b>	<b>INDUCTEE</b>
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
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
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



## POKER HALL OF FAME VOTING GUIDELINES

In 2009, the Poker Hall of Fame marks its 30<sup>th</sup> Anniversary.

Last year, in the first step of Harrah's plan to elevate the Poker Hall of Fame, the enshrinement ceremony was moved to poker's biggest night— as part of the Main Event of the World Series of Poker in November.

This year, the nomination, selection and voting process will be revamped as well, culminating in the enshrinement of a worthy inductee(s), again in November as part of the Main Event Final Table.

The new process will work as follows:

- From May 26 through July 2, 2009 the public will be able to cast their nominations via online submission at [www.worldseriesofpoker.com](http://www.worldseriesofpoker.com). Each submission will allow for a nominee name as well as up to 250 words supporting that nominee's worthiness.
- During the Main Event of the WSOP, Harrah's will announce the Top Ten list of nominees by the public. These ten names instantly become the players *among* consideration for induction in 2009.
- In August, the Hall of Fame committee will then spend the month reviewing the public's nominations and 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 list of nominees.
- In September, a finalist ballot will be sent to the current Hall of Famers (16 living) who will each rank the nominees in order of preference – yet only ranking those they deem worthy of admission in 2009. Each Hall of Famer will also have the ability to add a write-in candidate, whom won't be eligible for admission in 2009, but will automatically be added to the consideration list for 2010. In addition, a select group of media members (not to exceed the number of HOF voting members) will also be sent a ballot for ranking the finalists. All votes will be cast in private, with each HOF and media member entitled to keep their vote secret but not obligated to. After receiving back all ballots, the HOF committee reviews the selections and helps finalize any tiebreakers or errors.
- Any finalist receiving 75% or more of the votes will be inducted during the enshrinement ceremony at the Final Table of Main Event on November 7, 2009.

The main criteria for the Poker Hall of Fame are as follows:

- A player must have played poker against acknowledged top competition
- 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.

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



**SCHEDULE – 2009 WORLD SERIES OF POKER EUROPE**  
**PRESENTED BY BETFAIR**

**Casino at the Empire - London Clubs International, London, England**

**September 17<sup>th</sup> – October 1<sup>st</sup> 2009**

<b>Date</b>	<b>Day</b>	<b>Start</b>	<b>Event #</b>	<b>Tournament</b>	<b>Buy-In</b>
9/17/2009	Thursday	12 noon	Kickoff Event	Million-Dollar Freeroll	Top 18 Online Qualifiers at Betfair
9/18/2009	Friday	12 noon	1A	No-Limit Hold'em Day 1A (4 day event)	£1,000 + £60
9/19/2009	Saturday	12 noon	1B	No-Limit Hold'em Day 1B	£1,000 + £60
9/20/2009	Sunday	2 PM	1	No Limit Hold'em Day 2	£1,000 + £60
9/21/2009	Monday	2 PM	1	No Limit Hold'em Day 3 Final Table	£1,000 + £60
9/21/2009	Monday	5 PM	2	Pot-Limit Hold'em/Pot-Limit Omaha (3 Day Event) Day 1	£2,500 + £150
9/22/2009	Tuesday	2 PM	2	PLH/PLO Day 2	£2,500 + £150
09/23/2009	Wednesday	2 PM	2	PLH/PLO Day 3 (Final Table)	£2,500 + £150
09/23/2009	Wednesday	5 PM	3	Pot-Limit Omaha (3 day event)	£5,000 + £250
9/24/2009	Thursday	2 PM	3	Pot-Limit Omaha (Day 2)	£5,000 + £250
09/25/2009	Friday	10 AM	Invitational Event	Caesars Cup – Europe vs. USA (No-Limit Hold'em Special Event)	One-day invite-only event, plus one Betfair online qualifier
09/25/2009	Friday	5 PM	3	Pot Limit Omaha Day 3/(Final Table)	£5,000 + £250
09/26/2009	Saturday	12 PM	4A	WSOPE Main Event Championship No-Limit Hold'em Day 1A	£10,000 + £350
09/27/2009	Sunday	12 PM	4B	WSOPE Main Event Championship No-Limit Hold'em Day 1B	£10,000 + £350
09/28/2009	Monday	2 PM	4	WSOPE Main Event Day 2	£10,000 + £350
09/29/2009	Tuesday	2 PM	4	WSOPE Main Event Day 3	£10,000 + £350
09/30/2009	Wednesday	2 PM	4	WSOPE Main Event Day 4	£10,000 + £350
10/01/2009	Thursday	2 PM	4	WSOPE Main Event Day 5	£10,000 + £350

[www.worldseriesofpoker.com](http://www.worldseriesofpoker.com)



## **ABOUT WORLD SERIES OF POKER EUROPE**

The World Series of Poker Europe (WSOPE) was established in 2007 by Harrah's 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 of the world's longest-running, richest and most prestigious gaming event.

Betfair, the world's largest betting exchange, serves as the presenting sponsor of the event.

WSOPE in London complements the WSOP held annually in Las Vegas. During the first two years of the WSOPE, a total of 1,740 entrants have competed for seven gold bracelets and been awarded £9,997,500 in prize money.

The 3<sup>rd</sup> Annual WSOPE will be held from September 17 through October 1 at the luxurious Casino at the Empire in Leicester Square in London, England, where four gold bracelets will be up for grabs.

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, Eric Seidel, Mike Matusow, Joe Hachem, Vanessa Rousso, Andy Bloch, David Benefield, Ivan Demidov, Sorel Mizzi, Jennifer Tilly, Layne Flack, Andrew Black, Barry Greenstein, Tom Dwan, Chris Ferguson, Scotty Nguyen, Max Pescatori, Chris Bjin, Allen Cunningham, Phil Ivey, Howard Lederer, Patrik Antonius, John Phan 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.

John Juanda, the winner of the 2008 Main Event, won in an epic battle. The final table lasted 21 hours and Juanda took home a cool £868,800 and the coveted WSOP bracelet for his efforts.

The host country is still looking to win its first bracelet on home soil, while six different nations have captured a WSOPE bracelet: Denmark (2), Afghanistan, Germany, Italy, Norway and USA.

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 (£1,500 No Limit)



## JEFFREY N. POLLACK

Commissioner – World Series of Poker®

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Jeffrey Pollack is Commissioner of the World Series of Poker (WSOP).

Much more than a poker tournament, the WSOP is the world's richest sporting event, the most powerful brand in the poker industry, the third most watched sport on cable television, and the 7<sup>th</sup> most admired sports brand in North America. Since its founding in 1970, the WSOP has awarded nearly \$1 billion in prize money.

Televised in the United States on ESPN and in 25 countries on five continents, the WSOP is truly an annual "Woodstock" for poker players – a 50-day extravaganza that is one of the most celebrated events in Las Vegas. In 2008, the WSOP shattered records by attracting more than 58,000 participants from 124 countries and awarding nearly \$181 million in prize money.

Under Jeffrey's leadership since 2005, the WSOP team has achieved record-breaking increases in tournament participation every year; awarded the biggest prize pools in gaming history; increased the brand's reach and popularity by securing broadcast and digital media alliances with ESPN, SKY TV, AOL, USA Today, Verizon Mobile, Activision and GLU Mobile; and, sold the WSOP's first-ever corporate sponsorships to leading consumer product companies such as Miller Brewing, Kraft Foods, Hertz, Hershey, and CORUM, as well as top gaming brands such as Betfair, Everest Poker, and the U.S. Playing Card Company.

In addition, the WSOP team has successfully expanded the brand's portfolio to include the World Series of Poker Europe, now in its third year and recognized as the most prestigious poker tournament held outside of the United States; revolutionized the poker industry with a new Final Table television format for the WSOP Main Event that resulted in a doubling of year-over-year ratings for ESPN; and, established the WSOP as a highly-respected global sports brand – ranked just behind the NFL, Major League Baseball, the NBA, the NHL, NASCAR and the PGA Tour.

As a result of these achievements and his team's outstanding performance, Jeffrey received the *Chairman's Excellence in Leadership Award*, which is presented to a select group of Harrah's executives who achieve outstanding business results through innovation.

Jeffrey's reputation as an innovator is well-established. In 1994, he shrugged off research results, conventional wisdom and predictions of failure when he created and launched *The Sports Business Daily* – the first daily trade publication for the sports industry and one of the first purely digital trade publications for any industry. Under Jeffrey's leadership as the founding President and Publisher,

*The Daily* quickly became a must-read for decision-makers in sports, entertainment and television, and helped launch a new industry for sports business information. In 2009, *The Sports Business Daily* will celebrate its 15<sup>th</sup> consecutive year of publication.

Prior to joining Harrah's Entertainment and the WSOP, Jeffrey was Managing Director of Broadcasting and New Media for NASCAR Digital Entertainment. He led NASCAR's use of digital media and new technologies to increase fan accessibility and loyalty, and directed all business development related to the Internet, interactive television, VOD, digital cinema, satellite radio, mobile communications, and other digital platforms. His work at NASCAR earned him two Emmy® Awards as Executive Producer of NASCAR IN CAR – a ground-breaking, multi-channel interactive television show that he created with iN Demand, FOX Sports, NBC Sports, Turner Sports and Sportvision.

Before joining NASCAR, Jeffrey served as Vice President of New Media Publishing for Broadband Sports; Vice President of Marketing and Corporate Communications for the National Basketball Association; and, as the NBA's Strategic Communications Consultant during collective bargaining in 1998 and 1999. He started his career in political campaign management and crisis communications, serving as Vice President of Winner + Associates, a leading public affairs and communications firm.

Jeffrey has a master's degree in sports management from the University of Massachusetts at Amherst; a master's degree from The Graduate School of Political Management; and a bachelor's degree from the Medill School of Journalism at Northwestern University. In 2008 he completed the Advanced Management Program at Harvard Business School.

Pollack serves on the Board of Directors of the Hollywood Entertainment Museum; the Board of Advisors of the Los Angeles Sports and Entertainment Commission; and the Advisory Board for Columbia University's Graduate Program in Sports Management. He is a member of the Academy of Television Arts and Sciences.

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## **JACK EFFEL**

Tournament Director – World Series of Poker®

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Jack Effel serves as the Head Tournament Director for the 2009 World Series of Poker, the third consecutive year serving in this capacity.

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.

He is responsible for staffing, rule enforcement, creating structure and payout percentages, plus overseeing all tournament operations. Effel is a full-time employee of the Rio, working on WSOP events year-round as well as managing the Rio Poker Room. In addition, he manages all Harrah's Las Vegas properties tournament poker operations, as well as any special poker events held in Las Vegas Harrah's properties.

Possessing an impressive background in all facets of poker operations, Effel was in the thick of things as the boom in poker exploded earlier this 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 facets 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 TD 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.

The World Series of Poker was established in 1970 and has grown into an annual "Woodstock" for poker players, attracting 58,720 participants from 124 countries who descend on Las Vegas each summer for the 57-event, 50-day extravaganza that awarded nearly \$180 million in prize money in 2008.

Effel is married and resides in Las Vegas.



## EVENT SNAPSHOT - 2008 WORLD SERIES OF POKER

<b>Bracelet Events:</b>	55	
<b>Prize Pool:</b>	\$180,774,427*	
<b># of Entries:</b>	58,720*	
<b># of Players:</b>	31,146*	
<b># of Countries Represented:</b>	124*	*Denotes Records

**Median Age of Entrants: 37**

Age distribution:	Percentage
21-29	23.9%
30-39	31.7%
40-49	22.4%
50-59	13.3%
60-69	7.2%
70 and up	1.4%

**Gender of Entrants:** 91.4% Male

**Bracelet Winners From:**

United States (39)	Brazil (1)
Canada (3)	France (1)
Germany (3)	Ireland (1)
Denmark (2)	Netherlands (1)
Italy (2)	Russia (1)
Belgium (1)	

**Bracelet Winner Status:**

39 – Professionals (Only source of income)  
 12 – Amateurs  
 3 – Semi-pro

**Top 10 Participating Countries:**

1. United States
2. Canada
3. United Kingdom
4. France
5. Germany
6. Sweden
7. Ukraine
8. Netherlands
9. Australia
- 10t. Denmark
- 10t. Ireland

**Top 10 U.S. States Participating:**

1. California
2. Nevada
3. Texas
4. Florida
5. New York
6. Arizona
7. Illinois
8. Colorado
9. Washington
10. Ohio



## 2008 WORLD SERIES OF POKER BRACELET WINNERS

<b>Winner</b>	<b>Prize</b>	<b>Event #</b>	<b>Event Name</b>	<b>Prize Pool</b>
Nenad Medic	\$794,112	1	\$10,000 World Championship Pot Limit Hold'em	\$3,308,800
Grant Hinkle	\$831,432	2	\$1,500 No Limit Hold'em	\$5,365,085
David Singer	\$214,122	3	\$1,500 Pot-Limit Hold'em	\$973,245
Erick Lindgren	\$374,496	4	\$5,000 Mixed Hold'em (Limit/No-Limit)	\$1,560,400
Michael Banducci	\$636,736	5	\$1,000 No-Limit Hold'em w/Re-Buys	\$2,894,094
Thang Lu	\$243,342	6	\$1,500 Omaha Hi-Low Split-8 or Better	\$1,137,045
Matt Keikoan	\$550,861	7	\$2,000 No-Limit Hold'em	\$2,899,260
Anthony Rivera	\$483,680	8	\$10,000 World Championship Mixed Event	\$1,804,000
Rep Porter	\$372,843	9	\$1,500 Six-Handed No-Limit Hold'em	\$1,687,140
Farzad Rouhani	\$232,911	10	\$2,500 Omaha/Seven Card Stud Hi-Low-8 or Better	\$892,400
Philip Tom	\$477,990	11	\$5,000 No-Limit Hold'em Shootout	\$1,692,000
Jimmy Shulz	\$257,049	12	\$1,500 Limit Hold'em	\$1,201,200
Duncan Bell	\$666,697	13	\$2,500 No-Limit Hold'em	\$3,213,100
Eric Brooks	\$415,856	14	\$10,000 World Championship Seven Card Stud	\$1,485,200
Svetlana Gromenkova	\$224,702	15	\$1,000 Ladies No-Limit Hold'em World Championship	\$1,082,900
Andrew Brown	\$226,448	16	\$2,000 Omaha Hi-Low Split-8 or Better	\$1,006,460
Jason Young	\$329,872	17	\$1,500 No-Limit Hold'em Shootout	\$1,365,000
Mike Matusow	\$537,857	18	\$5,000 No-Limit 2-7 Draw Lowball w/Re-buys	\$1,735,000
Vanessa Selbst	\$227,933	19	\$1,500 Pot-Limit Omaha	\$1,036,035
Daniel Negreanu	\$204,863	20	\$2,000 Limit Hold'em	\$873,600
Scott Seiver	\$755,856	21	\$5,000 No-Limit Hold'em	\$3,435,700
Jens Voertmann	\$298,227	22	\$3,000 H.O.R.S.E.	\$1,142,600
Blair Hinkle	\$507,563	23	\$2,000 No-Limit Hold'em	\$2,446,080
Max Pescatori	\$246,471	24	\$2,500 Pot-Limit Hold'em/Omaha	\$1,051,100
Kenny Tran	\$539,040	25	\$10,000 World Championship Heads Up No-Limit	\$2,406,400
Barry Greenstein	\$157,619	26	\$1,500 Seven Card Razz	\$618,345
Vitaly Lunkin	\$628,290	27	\$1,500 No-Limit Hold'em	\$3,693,690
Phil Galfond	\$817,770	28	\$5,000 Pot-Limit Omaha w/Re-Buys	\$3,085,930
John Phan	\$434,756	29	\$3,000 No-Limit Hold'em	\$1,976,160
Rob Hollink	\$496,931	30	\$10,000 World Championship Limit Hold'em	\$2,049,200
Dario Minieri	\$528,362	31	\$2,500 No-Limit Hold'em/Six-Handed	\$2,327,600
Luis Velador	\$574,597	32	\$1,500 No-Limit Hold'em	\$3,144,960
Sebastian Ruthenberg	\$328,756	33	\$10,000 World Championship Seven Card Stud Hi-Lo	\$1,226,700
Layne Flack	\$577,710	34	\$1,500 Pot Limit Omaha w/Re-Buys	\$2,407,125
Michael Rocco	\$135,745	35	\$1,500 Seven Card Stud	\$520,065
Jesper Hougaard	\$610,276	36	\$1,500 No-Limit Hold'em	\$3,340,155
David Benyamine	\$535,678	37	\$10,000 World Championship Omaha Hi-Low Split 8	\$2,209,000
Davidi Kitai	\$244,546	38	\$2,000 Pot-Limit Hold'em	\$1,101,100
David Woo	\$631,550	39	\$1,500 No-Limit Hold'em	\$3,712,800
John Phan	\$151,896	40	\$2,500 2-7 Triple Draw Lowball (Limit)	\$547,400
Frank Gary	\$219,508	41	\$1,500 Mixed Hold'em (Limit/No-Limit)	\$997,815
Dan LaCourse	\$368,759	42	\$1,000 Seniors No-Limit Hold'em World Championship	\$2,018,380
Martin Klaser	\$216,211	43	\$1,500 Pot-Limit Omaha Hi-Low Split 8 or Better	\$982,800
Max Greenwood	\$693,392	44	\$1,000 No-Limit Hold'em w/Re-Buys	\$3,240,174
Scott Nguyen	\$1,989,120	45	\$50,000 World Championship H.O.R.S.E.	\$7,104,000
Joe Commisso	\$911,830	46	\$5,000 No-Limit Hold'em w/Re-Buys	\$3,783,500
Ryan Hughes	\$183,341	47	\$1,500 Seven Card Stud Hi-Low 8 or Better	\$742,560
Alexandre Gomes	\$770,448	48	\$2,000 No-Limit Hold'em	\$4,216,940
J.C. Tran	\$631,053	49	\$1,500 No-Limit Hold'em	\$3,710,070
Martin Smyth	\$859,532	50	\$10,000 World Championship Pot Limit-Omaha	\$3,581,400
James Schaaf	\$256,379	51	\$1,500 H.O.R.S.E.	\$1,096,095
David Daneshgar	\$625,244	52	\$1,500 No-Limit Hold'em	\$3,675,945
Matt Graham	\$278,174	53	\$1,500 Limit Hold'em Shootout	\$1,123,395
Peter Eastgate	\$9,152,416	54	\$10,000 Main Event World Championship	\$64,431,779
Jonathan Kotula	\$87,874	55	\$500 Casino Employees No Limit Hold'em	\$418,500



# Nevada Cancer INSTITUTE

Research · Treatment · Education

## **FACTS & FIGURES – NEVADA CANCER INSTITUTE**

Nevada Cancer Institute is the official community partner of the World Series of Poker. During the tournament, awareness and money is raised through various events and activities including the Main Event, the Women's World Championship No-Limit Hold'em, the Media Tournament and the VIP Hospitality Suite.

Employee count = 312

Faculty = 26

Patients navigated: more than 3,000

Patients seen: more than 9,000

- **Clinical Trials: 2005 - Present Results**

- Clinical trials – 104 trials in various stages

- 68 Phase 0, I, I/II, II trials
- 36 Phase II/III, III trials
- Participated in 9 first in human trials
- Keeping Nevadans in state

- Since inception, patients leaving the state has dropped by 5%

- Today only 17% leave the state

- **Nevada Cancer Institute's *Hope Coach*** (mobile mammography van) has performed more than 3,100 mammograms around the state.

- **In 2008, the American Cancer Society estimates that:**

- 11,370 new cases of cancer will be diagnosed in Nevada.
- In Nevada an estimated 4,690 people will die of cancer.
- From 2002-2004 (latest years that data is available)
- Nevada ranked 20<sup>th</sup> in the nation of cancer incidence and 16<sup>th</sup> for cancer deaths.
- Nevada ranked 10<sup>th</sup> in the nation for lung and bronchus cancer incidence and 15<sup>th</sup> for lung and bronchus deaths.
- Women in Nevada have the 2<sup>nd</sup> highest incidence and mortality rates for lung and bronchus cancer in the United States.
- For all cancers, women in Nevada have the 3<sup>rd</sup> highest cancer mortality rate in the United States.

For more information, please visit [www.nevadacancerinstitute.org](http://www.nevadacancerinstitute.org)



## **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](http://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 Harrah's Entertainment, Inc.

### **ACCOMMODATIONS**

2,520 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**

110,000 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:

- 107 table games
- 2,200 slot machines
- A poker room with 10 poker tables
- A Race & Sports Book with 60 flat screens

### **AMENITIES**

*Home to the World Series of Poker™ for the past four years*

- 17 dining outlets
- Two showrooms
- Two theatres (Penn & Teller Theater and the Chippendales Theater)
- Spa and Salon
- More than 20 leased retail outlets
- Four swimming pools
- Nine luxury Palazzo Suites
- Two nightclubs
- Two lounges
- One golf course

### **POOL**

Rio's pool features a sandy beach that surrounds the edge of a tropical lagoon, complete with waterfalls, three nautical-shaped swimming pools, and five Jacuzzi spas. Sapphire is Rio's Brazilian style adult-only pool area fully equipped with daybeds, cabanas, beautiful cocktail servers, pool and Jacuzzi spas.

### **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 - 702-777-7767**

**Open daily 11am to 6am**

From crisp salads, delicious sandwiches, fresh seafood and "Rio Dry Aged" Angus steaks, even the heartiest appetite will be satisfied at the new All-American Bar & Grille.

### **Buzio's Seafood Restaurant - 702-777-7697** **Open Wednesday-Sunday 5pm to 11pm**

Seafood fresh from the docks and traditional New England fare are featured at this gracious restaurant, offering outstanding views of the Rio's Ipanema Beach and sparkling swimming pools.

### **Carnival World Buffet - 702-777-7757**

From pizza to omelets, sushi to Teppanyaki, fresh carved meats to Asian barbecue; the Carnival World Buffet offers numerous distinct dining experiences from around the world featuring live-action cooking right before your eyes guaranteeing freshness and top quality.

**Breakfast- \$14.99, Monday-Friday, 7am to 11am, and Saturday-Sunday, 7:30am to 9am**

**Lunch- \$16.99, Monday-Friday, 11am to 3:30pm**

**Dinner- \$23.99, Daily from 3:30pm to 10pm**

**Brunch- \$23.99, Saturday & Sunday from 9am to 3:30pm**

### **Gaylord Indian Restaurant - 702-777-2277**

**Open daily 5pm to 11pm, Friday-Sunday 11:30am to 2:30pm** **Reservations Recommended.**

Entree 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.

### **Hamada's Asiana Restaurant - 702-777-2770**

**Open daily from 5:30pm to 9:30pm**

Hamada's Asiana combines Japanese Teppanyaki exhibition table-side cooking, with fresh sushi, and an exotic menu featuring traditional Japanese dishes.

### **Martorano's - 702-777-7740**

**Open daily 6pm to 10:30pm**

Martorano's features traditional Italian-American cooking created exclusively by Steve Martorano. Hands-on at all times in his kitchen, Steve always serves his guests' gourmet fare made from the freshest ingredients available. Guests have an opportunity to select from a variety of options from veal chops, pasta, fish and chicken.

### **Sao Paulo - 702-777-2761**

**Open daily 6am to 9pm**

This café offers a variety of traditional favorites.

### **Rub BBQ - 702-777-7777**

**Open Monday-Tuesday 4pm to 11pm, Wednesday-Sunday 11am to 12am**

Just off the casino floor in the Masquerade Village, RUB BBQ features championship level barbecue created by Paul Kirk with a menu that will satisfy any level of a connoisseur's taste buds including standard to specialty dishes.

### **Village Seafood Buffet - 702-777-7943**

**Open Sunday-Thursday 4pm to 10pm, Friday-Saturday 3:30pm to 10:30pm**

Having taken the buffet concept to new heights, the Rio once again redefines an extensive bold and colorful 13,000 square feet of space. From customizable sushi prepared right in front of the guest to sommeliers available to pair seafood selections with the finest of wines, the refined Village Seafood Buffet is Las Vegas' only seafood buffet serving the freshest seafood from around the world, flown in daily with restaurant-style execution.

### **VooDoo Steak - 702-777-8090**

**Open daily 5pm to 11pm**

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 "Cast Iron Chilean Sea Bass" and "Ménage À Trois" with Filet Mignon, Lobster and Prawns.

## 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. (888) 867-3226. [www.riosecco.net](http://www.riosecco.net)

## 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 women to gather after seeing the Chippendales male revue show. After seeing the show, hundreds of women go to Flirt, looking for a little harmless flirting with 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

**Open nightly at 4 p.m**

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 cocktail and club service take center stage in a breathtaking, eclectic fusion of sight, sound and vision.

### McFadden's Restaurant & Saloon

**Open daily 11am to 3am**

"The Wildest Irish Pub on Earth," has crossed the great Mississippi River to land in the wildest city on Earth, Las Vegas. McFadden's 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.

### ND's Fuego

**Open Thursday-Sunday at 10pm**

Combining the elements of interactive production along with live performances, ND's Fuego will introduce an exciting and unique evolution of nightlife in Las Vegas. The Latin-themed nightclub provides a total sensory experience with state-of-the-art technology and integrated performances by talented dancers and singers.

### VooDoo Lounge - 702-777-6875

Take the elevator to the 51st floor of the Masquerade Tower and enjoy one of VooDoo Lounge's award-winning cocktails. Bartenders concoct specialty drinks like the award-winning 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.

**Open nightly at 5pm with live music beginning at 9:30pm Sunday-Thursday, 10pm Friday-Saturday. Cover charge: Sunday-Wednesday \$10 for men and women, Thursday-Saturday \$20 for men and women. Local ladies always free.**

## ENTERTAINMENT

### Chippendales

**Tickets: \$39.95 & \$49.95 plus tax & processing fee**

Chippendales the Show is an incredibly sensual, late night experience designed exclusively for women. The 12 male dancers entertain with a series of 11 disarmingly sexy yet tasteful routines; each choreographed, arranged and produced especially for an all-female audience.

**Thursday-Tuesday at 8pm with additional show on Fridays and Saturdays at 10:30pm**

### Penn & Teller

**Tickets: \$75.00 & \$85.00 plus tax & processing fee**

This live show has been a hit on Broadway, and delivers an edgy mix of comedy and magic involving knives, guns, fire, a gorilla and a showgirl.

**Performing Saturday-Wednesday at 9pm**

### Show In The Sky

**Float Ride tickets: \$12.95 plus tax & processing fee**

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-Sunday at 7pm, 8pm, 9pm, 10pm, 11pm and 12am**

## 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 8pm. (702) 777-7779.

<b>StudioOne</b>		<b>Project Name/Description:</b> Rio property maps		<b>Job Number/Element #:</b> 37426.7	
One Harrahs Court Las Vegas, NV 89119 TEL: 702-494-4124 FAX: 702-494-4174		<b>Project:</b> Rio All-Suite Hotel & Casino - RLV	<b>Phase:</b> Y	<b>Lot:</b> Y	<b>Scale:</b> 1/8" = 1'-0"
<b>Final Material:</b> InDesign	<b>Sheet:</b> 125	<b>Drawn:</b> 26.5x36.625	<b>Check:</b> N	<b>Plot:</b> N	<b>Plot Date:</b>
<b>Issue Date:</b> 2.20.09	<b>Rev:</b> 22.75x32.75	<b>Author:</b> 25.75x35.75	<b>Revised:</b> Y	<b>Revised:</b> N	<b>Plot Date:</b>
<b>Revision Date:</b>			<b>Revised:</b> N	<b>Revised:</b> N	<b>Plot Date:</b>
<b>Information:</b> Pavilion Map		<b>Scale:</b> 100%		<b>Plot Area:</b> 100%	
<b>Author:</b>		<b>Version:</b> 3		<b>Version:</b> V1	

# Getting around The Rio

## MEETING ROOMS

- 34 Amazon Room
- 34 Belize Room
- 41 Brasilia Room
- 40 Choro Room
- 35 Coca Room
- 33 Congo Room
- 29 Flamengo Boardroom
- 36 Jaguar Room
- 28 Janeiro Boardroom
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- 64 Meeting Suites (3rd floor)
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- 29 Sala Room
- 31 Tango Room
- 28 Tropical Room

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- 3 Carnival World Buffet®
- 60 Flirt Lounge
- 45 Gaylord India Restaurant
- 23 Homado's Asiana Restaurant
- 10 Ibar™ Ultra Lounge
- 24 McFadden's Restaurant and Saloon
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- 56 Masquerade Bar
- 63 Mini Food Court
- 48 ND's Fuego™ The Club
- 55 Rio Java
- 63 RUB BBQ
- 19 São Paulo Cafe™
- 43 Shutters Bar
- 11 Sports Deli
- 20 Starbucks® Coffee – Convention Way
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- 49 The Wine Cellar
- 53 Village Bar
- 51 Village Seafood Buffet™
- 65 VooDoo® Steak & Lounge (take Elevator to 50th & 51st floors)

## RETAIL SHOPS

- 61 Chippendales® Boutique
- 15 Mardi Gras Cigars
- 7 Rio Logo Gift Shop
- 66 World Series of Poker® Store

## CASINO

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- 27 Keno
- 9 Main Casino Cashier
- 3 Poker Room
- 4 Race & Sports Book
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- 39 Chippendales® Theater
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- 31 Penn & Teller Theater
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