



## **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 different poker events over 50 consecutive days each summer with more than \$175,000,000 in prize money awarded annually.

In 2009, the WSOP attracted more than 60,000 participants from 115 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 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. The prize pool for the past four years (\$674 million) is nearly double the total prize pool of the first 36 years of the WSOP combined (\$370 million). In total, the WSOP has awarded more than a billion dollars in its 40-year history.

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 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.

Harrah’s Entertainment acquired the WSOP in 2004, and participation in the event has grown exponentially under its tenure. In 2003, the WSOP attracted 7,572 total entrants. The last six years looks like this:

Year	# of Entrants
2004	14,054
2005	32,341
2006	48,366
2007	54,288
2008	58,720
2009	60,875

The WSOP team has forged groundbreaking alliances in broadcasting, digital media, corporate sponsorship and licensing while successfully extending 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.