

OFFICIAL MEDIA GUIDE



41st ANNUAL WORLD SERIES OF POKER

May 27th - July 17, 2010



Rio Hotel, Las Vegas

November Nine – November 6-9

www.WSOP.com

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Follow our Twitter feed at twitter.com/WSOP
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2010 World Series of Poker Daily Time Schedule

*Start times are subject to change [Bold indicates new event start date]

Thursday, May 27, 2010

1pm:	#58:	The Poker Player's Championship Mega Satellite \$2250
4pm:	#60:	The Poker Player's Championship Mega Satellite \$2250
8pm:	#62:	The Poker Player's Championship Mega Satellite \$2250

Friday, May 28, 2010

12 Noon:	#1:	Casino Employees No Limit Hold'em \$500
5pm:	#2:	The Poker Player's Championship \$50,000

Saturday, May 29, 2010

12 Noon:	#3A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#1:	Casino Employees Event Final Table
3pm:	#2:	The Poker Player's Championship Day 2

Sunday, May 30, 2010

12 Noon:	#3B:	No Limit Hold'em Day 1B \$1,000
3pm:	#2:	The Poker Player's Championship Day 3
5pm:	#4:	Omaha Hi-Low Split-8 or Better \$1,500

Monday, May 31, 2010

12 Noon:	#5:	No Limit Hold'em \$1,500
2:30pm:	#3:	No Limit Hold'em Day 2
3pm:	#2:	The Poker Player's Championship Day 4
3pm:	#4:	Omaha Hi-Low Split-8 or Better Day 2

Tuesday, June 1, 2010

12 Noon:	#6:	No Limit Hold'em Shootout \$5,000
2:30pm:	#3:	No Limit Hold'em Day 3
2:30pm:	#5:	No Limit Hold'em Day 2
3pm:	#2:	The Poker Player's Championship Final Table
3pm:	#4:	Omaha Hi-Low Split-8 or Better Final Table
5pm:	#7:	2-7 Triple Draw Lowball (Limit) \$2,500

Wednesday, June 2, 2010

12 Noon:	#8:	No Limit Hold'em \$1,500
2:30pm:	#3:	No Limit Hold'em Final Table
2:30pm:	#5:	No Limit Hold'em Final Table
2:30pm:	#6:	No Limit Hold'em Shootout Day 2
3pm:	#7:	2-7 Triple Draw Lowball (Limit) Day 2

Thursday, June 3, 2010

12 Noon:	#9:	Pot-Limit Hold'em \$1,500
2:30pm:	#6:	<i>No Limit Hold'em Shootout Final Table</i>
2:30pm:	#8:	<i>No Limit Hold'em Day 2</i>
3pm:	#7:	<i>2-7 Triple Draw Lowball (Limit) Final Table</i>
5pm:	#10:	Seven Card Stud Championship \$10,000

Friday, June 4, 2010

12 Noon:	#11:	No Limit Hold'em \$1,500
2:30pm:	#8:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#9:	<i>Pot-Limit Hold'em Day 2</i>
3pm:	#10:	<i>Seven Card Stud Championship Day 2</i>
5pm:	#12:	Limit Hold'em \$1,500

Saturday, June 5, 2010

12 Noon:	#13A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#9:	<i>Pot-Limit Hold'em Final Table</i>
2:30pm:	#11:	<i>No Limit Hold'em Day 2</i>
3pm:	#10:	<i>Seven Card Stud Championship Final Table</i>
3pm:	#12:	<i>Limit Hold'em Day 2</i>
5pm:	#14:	2-7 Draw Lowball (No-Limit) \$1,500

Sunday, June 6, 2010

12 Noon:	#13B:	No-Limit Hold'em Day 1B \$1,000
2:30pm:	#11:	<i>No Limit Hold'em Final Table</i>
3pm:	#12:	<i>Limit Hold'em Final Table</i>
3pm:	#14:	<i>2-7 Draw Lowball (No-Limit) Day 2</i>
5pm:	#15:	Seven Card Stud Hi-Low Split Championship \$10,000

Monday, June 7, 2010

12 Noon:	#16:	No Limit Hold'em/Six Handed \$1,500
2:30pm:	#13:	<i>No Limit Hold'em Day 2</i>
3pm:	#14:	<i>2-7 Draw Lowball (No-Limit) Final Table</i>
3pm:	#15:	<i>Seven Card Stud Hi-Low Split Championship Day 2</i>

Tuesday, June 8, 2010

12 Noon:	#17:	No Limit Hold'em \$5,000
2:30pm:	#13:	<i>No Limit Hold'em Day 3</i>
2:30pm:	#16:	<i>No Limit Hold'em/Six Handed Day 2</i>
3pm:	#15:	<i>Seven Card Stud Hi-Low Split Championship Final Table</i>

Wednesday, June 9, 2010

12 Noon:	#18:	Limit Hold'em \$2,000
2:30pm:	#13:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#16:	<i>No Limit Hold'em/Six Handed Final Table</i>
2:30pm:	#17:	<i>No Limit Hold'em Day 2</i>
5pm:	#19:	2-7 Draw Lowball (No-Limit) Championship \$10,000

Thursday, June 10, 2010

12 Noon:	#20:	Pot-Limit Omaha \$1,500
2:30pm:	#17:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#18:	<i>Limit Hold'em Day 2</i>
3pm:	#19:	<i>2-7 Draw Lowball (No-Limit) Championship Day 2</i>
5pm:	#21:	Seven Card Stud \$1,500

Friday, June 11, 2010

12 Noon:	#22:	Ladies No Limit Hold'em Championship \$1,000
2:30pm:	#18:	<i>Limit Hold'em Final Table</i>
2:30pm:	#20:	<i>Pot-Limit Omaha Day 2</i>
3pm:	#19:	<i>2-7 Draw Lowball (No-Limit) Championship Final Table</i>
3pm:	#21:	<i>Seven Card Stud Day 2</i>
5pm:	#23:	Limit Hold'em/Six Handed \$2,500

Saturday, June 12, 2010

12 Noon:	#24A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#20:	<i>Pot-Limit Omaha Final Table</i>
2:30pm:	#22:	<i>Ladies No Limit Hold'em Championship Day 2</i>
3pm:	#21:	<i>Seven Card Stud Final Table</i>
3pm:	#23:	<i>Limit Hold'em/Six Handed Day 2</i>
5pm:	#25:	Omaha Hi-Low Split-8 or Better Championship \$10,000

-- more --

Sunday, June 13, 2010

12 Noon:	#24B:	No Limit Hold'em Day 1B \$1,000
2:30pm:	#22:	<i>Ladies No Limit Hold'em Championship Final Table</i>
3pm:	#23:	<i>Limit Hold'em/Six Handed Final Table</i>
3pm:	#25:	<i>Omaha Hi-Low Split-8 or Better Championship Day 2</i>

Monday, June 14, 2010

12 Noon:	#26:	No Limit Hold'em /Six Handed \$2,500
2:30pm:	#24:	<i>No Limit Hold'em Day 2</i>
3pm:	#25:	<i>Omaha Hi-Low Split-8 or Better Championship Final Table</i>
5pm:	#27:	Seven Card Stud Hi-Low-8 or Better \$1,500

Tuesday, June 15, 2010

12 Noon:	#28:	Pot-Limit Omaha \$2,500
2:30pm:	#24:	<i>No Limit Hold'em Day 3</i>
2:30pm:	#26:	<i>No Limit Hold'em/Six Handed Day 2</i>
3pm:	#27:	<i>Seven Card Stud Hi-Low-8 or Better Day 2</i>
5pm:	#29:	Limit Hold'em Championship \$10,000

Wednesday, June 16, 2010

12 Noon:	#30:	No Limit Hold'em \$1,500
2:30pm:	#24:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#26:	<i>No Limit Hold'em/Six Handed Final Table</i>
2:30pm:	#28:	<i>Pot-Limit Omaha Day 2</i>
3pm:	#27:	<i>Seven Card Stud Hi-Low-8 or Better Final Table</i>
3pm:	#29:	<i>Limit Hold'em Championship Day 2</i>
5pm:	#31:	H.O.R.S.E. \$1,500

Thursday, June 17, 2010

12 Noon:	#32:	No Limit Hold'em/Six Handed \$5,000
2:30pm:	#28:	<i>Pot-Limit Omaha Final Table</i>
2:30pm:	#30:	<i>No Limit Hold'em Day 2</i>
3pm:	#29:	<i>Limit Hold'em Championship Final Table</i>
3pm:	#31:	<i>H.O.R.S.E. Day 2</i>
5pm:	#33:	Pot-Limit Hold'em/Omaha \$2,500

Friday, June 18, 2010

12 Noon:	#34:	Seniors No Limit Hold'em Championship \$1,000
2:30pm:	#30:	No Limit Hold'em Final Table
2:30pm:	#32:	N-Limit Hold'em/Six Handed Day 2
3pm:	#31:	H.O.R.S.E. Final Table
3pm:	#33:	Pot-Limit Hold'em/Omaha Day 2
5pm:	#35:	Heads Up No Limit Hold'em Championship \$10,000

Saturday, June 19, 2010

12 Noon:	#36A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#32:	No Limit Hold'em/Six Handed Final Table
2:30pm:	#34:	Seniors No Limit Hold'em Championship Day 2
3pm:	#33:	Pot-Limit Hold'em/Omaha Final Table
3pm:	#35:	Heads Up No Limit Hold'em Championship Day 2
5pm:	#37:	H.O.R.S.E. \$3,000

Sunday, June 20, 2010

12 Noon:	#36B:	No Limit Hold'em Day 1B \$1,000
2:30pm:	#34:	Seniors No Limit Hold'em Championship Final Table
3pm:	#35:	Heads Up No Limit Hold'em Championship Final Table
3pm:	#37:	H.O.R.S.E. Day 2
5pm:	#38:	Pot-Limit Hold'em Championship \$10,000

Monday, June 21, 2010

12 Noon:	#39:	No Limit Hold'em Shootout \$1,500
2:30pm:	#36:	No Limit Hold'em Day 2
3pm:	#37:	H.O.R.S.E. Final Table
3pm:	#38:	Pot-Limit Hold'em Championship Day 2
5pm:	#40:	Seven Card Razz \$2,500

Tuesday, June 22, 2010

12 Noon:	#41:	Pot-Limit Omaha Hi-Low Split-8 or Better \$1,500
2:30pm:	#36:	No Limit Hold'em Day 3
2:30pm:	#39:	No Limit Hold'em Shootout Day 2
3pm:	#38:	Pot-Limit Hold'em Championship Final Table
3pm:	#40:	Seven Card Razz Day 2

Wednesday, June 23, 2010

12 Noon:	#42:	No Limit Hold'em \$1,500
2:30pm:	#36:	No Limit Hold'em Final Table
2:30pm:	#39:	No Limit Hold'em Shootout Final Table
2:30pm:	#41:	Pot-Limit Omaha Hi-Low Split-8 or Better Day 2
3pm:	#40:	Seven Card Stud Final Table
5pm:	#43:	H.O.R.S.E. Championship \$10,000

Thursday, June 24, 2010

12 Noon:	#44:	Mixed Hold'em (Limit/No-Limit) \$2,500
2:30pm:	#41:	Pot-Limit Omaha Hi-Low Split-8 or Better Final Table
2:30pm:	#42:	No Limit Hold'em Day 2
3pm:	#43:	H.O.R.S.E. Championship Day 2

Friday, June 25, 2010

12 Noon:	#45:	No Limit Hold'em \$1,500
2:30pm:	#42:	No Limit Hold'em Final Table
2:30pm:	#44:	Mixed Hold'em (Limit/No-Limit) Day 2
3pm:	#43:	H.O.R.S.E. Championship Final Table
5pm:	#46:	Pot-Limit Omaha Hi-Low Split-8 or Better \$5,000

Saturday, June 26, 2010

12 Noon:	#47A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#44:	<i>Mixed Hold'em (Limit/No-Limit) Final Table</i>
2:30pm:	#45:	<i>No Limit Hold'em Day 2</i>
3pm:	#46:	<i>Pot-Limit Omaha Hi-Low Split-8 or Better Day 2</i>
5pm:	#48:	Mixed Event \$2,500

Sunday, June 27, 2010

12 Noon:	#47B:	No Limit Hold'em Day 1B \$1,000
1:00 PM:		World Series of Poker Tournament of Champions (All-Star Event) - Freeroll
2:30pm:	#45:	<i>No Limit Hold'em Final Table</i>
3pm:	#46:	<i>Pot-Limit Omaha Hi-Low Split-8 or Better Final Table</i>
3pm:	#48:	<i>Mixed Event Day 2</i>

Monday, June 28, 2010

12 Noon:	#49:	No Limit Hold'em \$1,500
2:30pm:	#47:	<i>No Limit Hold'em Day 2</i>
3pm:	#48:	<i>Mixed Event Final Table</i>
5pm:	#50:	Pot-Limit Omaha \$5,000

Tuesday, June 29, 2010

12 Noon:	#51:	Triple Chance No-Limit Hold'em \$3,000
2:30pm:	#47:	<i>No Limit Hold'em Day 3</i>
2:30pm:	#49:	<i>No Limit Hold'em Day 2</i>
3pm:	#50:	<i>Pot-Limit Omaha Day 2</i>

Wednesday, June 30, 2010

12 Noon:	#52:	No Limit Hold'em/Six Handed \$25,000
2:30pm:	#47:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#49:	<i>No Limit Hold'em Final Table</i>
2:30pm:	#51:	<i>Triple Chance No-Limit Hold'em Day 2</i>
3pm:	#50:	<i>Pot-Limit Omaha Final Table</i>
5pm:	#53:	Limit Hold'em Shootout \$1,500

Thursday, July 1, 2010

12 Noon:	#54A:	No Limit Hold'em Day 1A \$1,000
2:30pm:	#51:	<i>Triple Chance No-Limit Hold'em Final Table</i>
2:30pm:	#52:	<i>No Limit Hold'em/Six Handed Day 2</i>
3pm:	#53:	<i>Limit Hold'em Shootout Day 2</i>
5pm:	#55:	Pot-Limit Omaha Championship \$10,000

Friday, July 2, 2010

12 Noon:	#54B:	No Limit Hold'em Day 1B \$1,000
2:30pm:	#53:	<i>Limit Hold'em Shootout Final Table</i>
3pm:	#52:	<i>No Limit Hold'em/Six Handed Day 3</i>
3pm:	#55:	<i>Pot-Limit Omaha Championship Day 2</i>
5pm:	#56:	No Limit Hold'em \$2,500

Saturday, July 3, 2010

2pm:	#228:	Ante Up for Africa No Limit Hold'em One Day Event \$5,000
2:30pm:	#54:	<i>No Limit Hold'em Day 2</i>
3pm:	#52:	<i>No Limit Hold'em/Six Handed Final Table</i>
3pm:	#55:	<i>Pot-Limit Omaha Championship Final Table</i>
3pm:	#56:	<i>No Limit Hold'em Day 2</i>

Sunday, July 4, 2010

1:00 PM: *World Series of Poker Tournament of Champions (All-Star Event) Final Table*
2:30pm: #54: *No Limit Hold'em Day 3*
3pm: #56: *No Limit Hold'em Final Table*

Monday, July 5, 2010

12 Noon: #57A: **No Limit Hold'em Championship Day 1A \$10,000**
2:30pm: #54: *No Limit Hold'em Final Table*

Tuesday, July 6, 2010

12 Noon: #57B: **No Limit Hold'em Championship Day 1B \$10,000**

Wednesday, July 7, 2010

12 Noon: #57C: **No Limit Hold'em Championship Day 1C \$10,000**

Thursday, July 8, 2010

12 Noon: #57D: **No Limit Hold'em Championship Day 1D \$10,000**

Friday, July 9, 2010

12 Noon: #57: *MAIN EVENT DAY 2A (1A + 1C)*

Saturday, July 10, 2010

12 Noon: #57: *MAIN EVENT DAY 2B (1B + 1D)*

Sunday, July 11, 2010

1:00 pm: *Media Event – Main Event OFF Day – One Day Event*
Credentialed Media Only

Monday, July 12, 2010

12 Noon: #57: *MAIN EVENT DAY 3*

Tuesday, July 13, 2010

12 Noon: #57: *MAIN EVENT DAY 4*

Wednesday, July 14, 2010

12 Noon: #57: *MAIN EVENT DAY 5*

Thursday, July 15, 2010

12 Noon: #57: *MAIN EVENT DAY 6*

Friday, July 16, 2010

12 Noon: #57: *MAIN EVENT Play Down to 27*

Saturday, July 17, 2010

12 Noon: #57: *MAIN EVENT Play Down to Final 9 (November Nine)*

www.WSOP.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, dating back 40 years to 1970, and offering more than \$1 Billion in prize money thus far. Annually, the WSOP features 57 different poker events over 50 consecutive days each summer.

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 and prize money that reached more than \$174 million.

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).

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.

www.WSOP.com



FACT SHEET – 2010 WORLD SERIES OF POKER

WHEN:	May 27, 2010 – July 17, 2010 (Main Event Final Table to be contested November 6-9)
WHERE:	Rio All-Suite Hotel and Casino in Las Vegas
NUMBER OF EVENTS:	57 bracelet events
BUY IN AMOUNTS:	Minimum buy-in: \$1,000 Maximum buy-in: \$50,000
TOTAL PRIZE MONEY AWARDED IN 2009:	\$174,013,215
NUMBER OF NATIONS REPRESENTED IN 2009:	115
TOURNAMENT DIRECTOR:	Jack Effel
U.S. TELECAST PARTNER:	ESPN
WSOP FIRST YEAR:	1970 (40 th Anniversary in 2010)
OWNERSHIP:	Harrah's Entertainment (since 2004)
NUMBER OF PLAYER ENTRANTS IN 2009:	60,875 (Total) 6,494 (Main Event)
DEFENDING MAIN EVENT CHAMPION:	Joe Cada, Shelby Township, MI. (\$8,547,044)
DEFENDING \$50,000 CHAMPION:	David Bach, Athens, GA. (\$1,276,806)
PRESENTING SPONSOR:	Jack Link's Beef Jerky
FELT SPONSOR:	Everest Poker
OFFICIAL CHARITIES:	Nevada Cancer Institute & Ante Up for Africa
OFFICIAL WEBSITE:	www.WSOP.com



Bracelet Ceremony – 41st Annual World Series of Poker

Daily at 2:20 PM from May 30 through July 5

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

Each gold bracelet winner will be asked to return to the Pavilion Ballroom Grand Stage at the Rio at 2:20 PM the day following their win to receive their personalized and specially-engraved gold bracelet in an official ceremony presided over by WSOP officials.

A Bracelet Ceremony Stage will be created on the giant stage at the back of the main entrance to the Pavilion Room, facing out to the 250 poker tables.

On Tilt: Steve Soffa is the new official designer of the WSOP, and their bracelets are going to be one-of-a-kind pieces, personalized for each new WSOP champion. The engraving will happen on-site each day immediately preceding the bracelet ceremony, with photos available to the media.

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

Re-starts of noon tournaments this year will begin at 2:30 PM, thus not to conflict with the bracelet ceremonies.

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

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

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

Additionally, all media can shoot video, both of the ceremony and of an interview with the bracelet-holder, from the stage. Other use of video in the Pavilion Room is still prohibited.



\$50,000 POKER PLAYER'S CHAMPIONSHIP – 8-GAME MIX

Friday, May 28, 2010 – 5 PM PT – Event #2

Televised on ESPN on Tuesday, July 27, 2010 from 8-10 PM ET

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

The game rotates every 8 hands and all levels are 90 minutes. The tournament takes 5 days to complete. Players begin with 150,000 in tournament chips.

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

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

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

A special commemorative "Chip Reese Trophy" is awarded and named in honor of the inaugural winner of this event, David "Chip" Reese who passed away in late 2007. The 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 event this year was revamped to ensure inclusion on television and for the first time the game will switch from the 5-game H.O.R.S.E. format, to the 8-game mixed format, with No Limit Hold'em exclusively played during the final table of the event.

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

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

www.WSOP.com



YEAR OF THE WOMEN?

Is This the Year the W in WSOP Will Stand for “Women”?

Tracking open events, 2010 may indeed end up as the “Year of the Women” in tournament poker. After a very successful showing in open tournaments thus far this year, the ladies are looking to continue their early-season success by doing well at this year’s World Series of Poker. With 21-year-old Annette Obrestad, (the inaugural winner of WSOP Europe in 2007) set to make her Las Vegas WSOP debut, the focus on the females has never been greater.

Vanessa Selbst was the last woman to win a WSOP open event, in 2008, when she captured Event #19, the \$1,500 Pot Limit Omaha tournament and its \$227,933 first place prize.

If the women remain hot in 2010, here are some key results from the 40-year history of the WSOP involving females in open events. Here are the career WSOP record-holders in OPEN bracelets, cashes and earnings.

TOP 10 WSOP WOMEN MONEY EARNERS

Annette Obrestad	\$2,013,102
Annie Duke	\$1,134,222
Kathy Liebert	\$971,342
Cyndy Violette	\$841,333
Jennifer Harman-Traniello	\$742,926
Vanessa Selbst	\$605,897
Nani Dollison	\$600,515
Mimi Tran	\$430,531
Tiffany Williamson	\$400,000
Barbara Enright	\$397,539

WOMEN WITH AT LEAST 10 WSOP CASHES

Annie Duke	37
Kathy Liebert	28
Cyndy Violette	24
Jennifer Harman-Traniello	24
Mimi Tran	19
Barbara Enright	11

WOMEN WITH A WSOP BRACELET

Jennifer Harman-Traniello	2
Annette Obrestad	1
Annie Duke	1
Kathy Liebert	1
Cyndy Violette	1
Vanessa Selbst	1
Nani Dollison	1
Katja Thater	1
Linda Johnson	1
Jerri Thomas	1
Maria Stern	1
Starla Brodie	1
Vera Richmond	1
Donna Doman	1
Barbara Enright	1



GIRL POWER! HISTORY OF WSOP WOMEN'S EVENT

Friday, June 11, 2010 – Ladies No Limit Hold'em World Championship

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

At the 41st annual event this year, the ladies-only event is slated for Friday, June 11 at 12 noon. Since 2005, the event has been and remains a \$1,000 buy-in No Limit Hold'em tournament.

For the first time, a special personalized WSOP bracelet will be awarded to the ladies champion, featuring pink sapphires and black diamonds, created by hand by *On Tilt: Steve Soffa*.

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

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

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

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

Here's a look at the last decade of the ladies event. As the WSOP goes, so does the ladies event.

<u>YEAR</u>	<u>WINNER'S NAME</u>	<u>PRIZE</u>	<u>ENTRANTS</u>
2009	Lisa Hamilton	\$195,390	1,060
2008	Svetlana Gromenkova	\$224,702	1,190
2007	Sally Anne Boyer	\$262,077	1,286
2006	Mary Jones	\$236,094	1,128
2005	Jennifer Tilly	\$158,335	601
2004	Hung Doan	\$58,530	201
2003	Barbara Rugolo	\$40,700	112
2002	Catherine Brown	\$39,880	107
2001	Nani Dollison	\$41,130	106
2000	Nani Dollison	\$53,200	133



WSOP TOURNAMENT OF CHAMPIONS

Sunday, June 27, 2010 – 1:00 PM PT
Sunday, July 4, 2010 – 1:00 PM Final Table

Televised on *ESPN* August 3rd from 8-10 PM ET

Poker needed an All-Star event, and the World Series of Poker responded by revamping the Tournament of Champions concept into a 27-player field featuring some of the biggest names in the game competing for \$1 million in prize money.

The freeroll poker invitational features 20 players selected by voting from the public. The vote began March 15 on www.WSOP.com/TOC and remains open through June 15, 2010 at midnight ET.

The top 20 vote-getters are awarded entry. In the event anyone in the public's Top 20 is unable to participate, the next highest eligible and available vote-getter is awarded the entry. To qualify as one of the 20 eligible fan-voted entrants, players must be a WSOP bracelet-holder. All living WSOP bracelet holders are eligible and, entering the 2010 WSOP, there were 521 eligible players.

Five entries into the tournament are automatic. The three previous WSOP TOC winners gain automatic entry, plus the reigning WSOP champion and the reigning WSOP Europe champion get seats at the table. Therefore **Annie Duke**, **Mike Matusow**, **Mike Sexton**, **Joe Cada** and **Barry Shulman** will make up 5 of the 27 players for this event. Two sponsor exemptions will be awarded by the WSOP, one via WSOP.com in the UK and one by the WSOP in the U.S.

Play will convene at the Rio on Sunday, June 27. Play will halt once the final nine players are reached, and those nine return on Sunday, July 4 to play for their share of \$1,000,000, the championship trophy and the title of 2010 WSOP TOC Champion.

The *WSOP Tournament of Champions* was started by the WSOP in 2004, after Harrah's took ownership of the World Series of Poker brand. In the inaugural event, ten top names were invited to participate in the freeroll event structured as a winner-take-all. Duke won the event at the Rio.

In 2005, the TOC was won by Matusow at Caesars Palace, with an expanded field of 114 entrants competing in the freeroll, with the top nine places cashing.

The TOC event last took place in 2006 at the Rio, when 27 of the game's greatest took to the felt in the freeroll, with the final table all walking away with prize money and 2009 Poker Hall of Fame inductee Sexton walking away with the top prize.

This year's TOC will be a No Limit [Texas Hold'em](#) tournament with the top nine places being paid. First place will win \$500,000, the runner-up gets \$250,000, third place earns \$100,000 and the fourth through ninth place pockets \$25,000 each. Details on voting and rules can all be found at www.WSOP.com.



2010 WSOP TOURNAMENT OF CHAMPIONS FACT SHEET

WHEN:	Sunday, June 27, 2010 – 1:00 PM – All 27 players [Play lasts until we reach 9 players]
	Sunday, July 4, 2010 – 1:00 PM – Final Table [Play lasts until we have a winner]
WHERE:	Amazon Room - Rio All-Suite Hotel and Casino, Las Vegas
PRIZE POOL:	\$1,000,000
BUY IN AMOUNT:	FREEROLL INVITATIONAL
PRIZE BREAKDOWN:	\$500,000 – First Place \$250,000 – Second Place \$100,000 – Third Place \$25,000 – 4 th through 9 th Place
GAME FORMAT:	No Limit Hold'em
STARTING CHIP STACKS:	30,000
LEVELS:	60 Minutes
U.S. TELECAST PARTNER:	ESPN – AIRDATE SLATED FOR AUGUST 3, 2010
DEFENDING CHAMPION:	Mike Sexton
AUTOMATIC ENTRANTS:	Joe Cada [Defending WSOP Main Event Champion] Barry Shulman [Defending WSOPE Main Event Champion] Mike Sexton [2006 TOC Champion] Mike Matusow [2005 TOC Champion] Annie Duke [2004 TOC Champion] Top 20 Vote-Getters amongst 521 WSOP Bracelet-Holders WSOP.com UK Online Qualifier [Sponsor Exemption] WSOP Sponsor Exemption
BACKGROUND:	In a revamped format, the WSOP TOC returns with an All-Star Event format where the fans have selected the 20 WSOP Bracelet-Holders out of 521 eligible via an online vote at WSOP.com from March 15-June 15. These 20 join the above five automatic qualifiers and two sponsor exemptions.
OFFICIAL WEBSITE:	www.WSOP.com and www.WSOP.com/TOC/



\$25,000 SIX-HANDED NO LIMIT HOLD'EM

Wednesday, June 30 – New Event for 2010 – Event #52

Perhaps no event has created as much discussion since the WSOP schedule was released in December as the addition of this new event – Event #52.

Created for the 2010 World Series of Poker to replace a high buy-in event used last year, a new high-buy-in event has been added to test the game's most popular variation – No Limit Hold'em – but in the increasingly played six-handed format.

Six-handed Hold'em tests players' short-table skills (events that start with just 6 players at each table), as opposed to the traditional nine or 10 that start out in a No Limit Hold'em tournament.

In events with a short-handed format, the range of hands each player typically plays widens significantly, creating a lot of played hands and interesting strategic decisions.

The \$25,000 buy-in No Limit Hold'em Six-Handed Championship is structured as a 4-day event, promising a deep structure to determine the game's best No Limit Hold'em short-handed player.

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

The event will take place on Wednesday, June 30 at 12:00 noon, with the final table to be contested on Saturday, July 3 at 2:30 PM.

Each player will start with 75,000 in tournament chips and with one-hour levels that start at just 150-300 with a 25 ante; the game should reward strategy and skill the most.

Players will play 10 one-hour levels each day until a champion is crowned, expected to occur somewhere between Level 35 and Level 42.

www.WSOP.com



ANTE UP FOR AFRICA CELEBRITY-CHARITY POKER TOURNAMENT

Saturday, July 3, 2010 – 2:00 PM – \$5,000 No-Limit Hold'em

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) 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.

The event returns for the fourth consecutive year during the World Series of Poker and is expected to draw some of the biggest names in Hollywood and the poker community including the already confirmed Ben Affleck, Matt Damon, Ray Romano, Brad Garrett, and of course Cheadle.

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 was won by Alex Bolotin and attracted another star-studded celebrity field including Sarah Silverman, Matt Damon, Ben Affleck, Jason Alexander, Dean Cain, Nelly, Charles Barkley and Brad Garrett and raised more than \$360,000 for the cause.

In just 3 short years, AUFA, through its poker tournaments, has raised more than \$2.5 million to aid the crisis in Darfur.

The 2010 WSOP will take place at the Rio All-Suite Hotel and Casino in Las Vegas, Nevada from May 27th - July 17th.

For more information on the event, visit www.anteupforafrica.org

www.WSOP.com



MAIN EVENT – FINAL TABLE – THE “NOVEMBER NINE”

NOVEMBER 6-9, 2010

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

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

In 2010, for the third consecutive year, the plan is to continue with the revised format of poker's most seminal competition, better aligning the tournament and the television experience.

The Main Event in 2010 will be contested from July 5-17, and then play will stop until November 6, resuming on that date with the final nine players. Once two players remain, play will stop again, resuming late in the evening on Monday, November 8 in front of a live audience and conclude on the day ESPN televises the event to the country – Tuesday, November 9, 2010.

Each of the nine players who make it to the WSOP Main Event Final Table will receive ninth-place prize money on July 18, when the finalists are determined. The WSOP 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 17 to November 6, a span of 112 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 early on the morning on November 9. ESPN will edit the two-day Final Table action and televise it in a special program from 9-11 PM ET on Tuesday, November 9, within hours of the winner being crowned.

Previous members of the November Nine included:

2008

- 1st. Peter Eastgate, Denmark
- 2nd. Ivan Demidov, Russia
- 3rd. Dennis Phillips, Missouri
- 4th. Ylon Schwartz, New York
- 5th. Scott Montgomery, Canada
- 6th. Darus Suharto, Canada
- 7th. David Rheem, California
- 8th. Kelly Kim, California
- 9th. Craig Marquis, Texas

2009

- 1st. Joseph Cada, Michigan
- 2nd. Darwin Moon, Maryland
- 3rd. Antoine Saout, France
- 4th. Eric Buchman, New York
- 5th. Jeff Shulman, Nevada
- 6th. Steven Begleiter, New York
- 7th. Phil Ivey, Nevada
- 8th. Kevin Schaffel, Florida
- 9th. James Akenhead, England

www.WSOP.com



ESPN'S 2010 TV SCHEDULE

ESPN's coverage of the 2010 World Series of Poker, presented by Jack Link's Beef Jerky from the Rio All-Suite Hotel and Casino in Las Vegas will air every Tuesday from July 27 through November 9.

On July 20, ESPN will air a special one-hour WSOP Preview Show that will set the table for another exciting season. From July 27 through Nov. 9, ESPN presents back-to-back one-hour episodes each week.

Norman Chad and **Lon McEachern** 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. **George McNeilly**, Senior Director of Communications is ESPN's media contact for World Series of Poker.

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

Date	Time	Event	Episode
July 27	8:00 PM	\$50,000 Poker Player's Championship	1
July 27	9:00 PM	\$50,000 Poker Player's Championship Final	2
August 3	8:00 PM	WSOP 2010 Tournament of Champions	3
August 3	9:00 PM	WSOP 2010 Tournament of Champions	4
August 10	8:00 PM	Main Event Day 1A	5
August 10	9:00 PM	Main Event Day 1A	6
August 17	8:00 PM	Main Event Day 1B	7
August 17	9:00 PM	Main Event Day 1B	8
August 24	8:00 PM	Main Event Day 1C	9
August 24	9:00 PM	Main Event Day 1C	10
August 31	8:00 PM	Main Event Day 1D	11
August 31	9:00 PM	Main Event Day 1D	12
Sept. 7	8:00 PM	Main Event Day 2A	13
Sept. 7	9:00 PM	Main Event Day 2A	14
Sept. 14	8:00 PM	Main Event Day 2B	15
Sept. 14	9:00 PM	Main Event Day 2B	16
Sept. 21	8:00 PM	Main Event Day 3	17
Sept. 21	9:00 PM	Main Event Day 3	18
Sept. 28	8:00 PM	Main Event Day 4	19
Sept. 28	9:00 PM	Main Event Day 4	20
October 5	9:00 PM	Main Event Day 5	21
October 5	10:00 PM	Main Event Day 5	22
October 12	9:00 PM	Main Event Day 6	23
October 12	10:00 PM	Main Event Day 6	24
October 19	9:00 PM	Main Event Day 7	25
October 19	10:00 PM	Main Event Day 7	26
October 26	9:00 PM	Main Event Day 8	27
October 26	10:00 PM	Main Event Day 8	28
November 2	9:00 PM	Main Event Day – Final 27	29
November 2	10:00 PM	Main Event Day – Final 18	30
November 9	9-11:00	Main Event Final Table	31

*TV Schedule Subject To Change

www.wsop.com

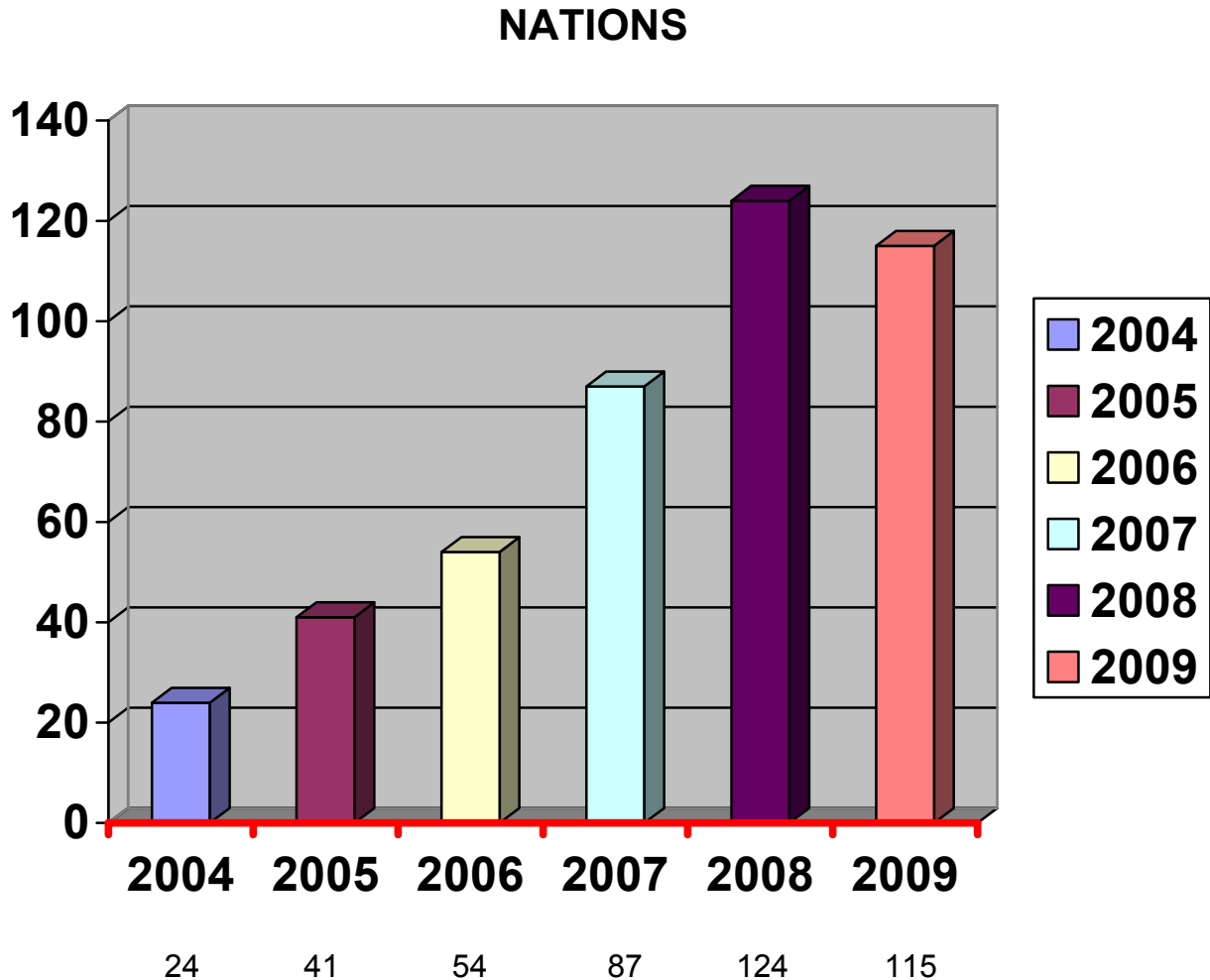


NATIONS PARTICIPATING IN WORLD SERIES OF POKER

Truly the **WORLD** Series of Poker

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

More nations participated in the WSOP in 2009 than the 2010 Winter Olympics (115 vs. 82), truly making the WSOP the Olympics of Poker.



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.



WORLD SERIES OF POKER® CONTINUES CHARITY EFFORTS IN 2010

ALL PLAYERS CAN DO THEIR PART BY DONATING 1% OF THEIR WINNINGS IN BRACELET EVENTS TO NEVADA CANCER INSTITUTE

Poker players are among the most generous and charity-conscious people on the planet. They continually use the game of poker to help raise awareness and funds for many worthy causes throughout the calendar year.

The World Series of Poker will again use its platform in 2010 to bolster their efforts.

The Nevada Cancer Institute (www.nevadacancerinstitute.org) is the official community partner of the World Series of Poker. Nevada's largest cancer center, NVCI will again be our primary beneficiary. We are encouraging all players to help "Put a Bad Beat on Cancer" by making tax-deductible donations. The Prevent Cancer organization will help use their "Bad Beat on Cancer" platform to raise awareness and funds to benefit NVCI.

With more than \$175 million in prize money likely to be awarded this year, if players returned 1% of their winnings in 2010, we would all raise an incredible \$1.75 million to help fight cancer, a terrible disease that touches us all.

And every donation is 100% tax-deductible, making it mutually-beneficial!

Here's how to get involved in the WSOP charitable efforts this year:

- **1% of payouts** – The WSOP has set up in its payout program an opportunity for those cashing in the 57 bracelet events to easily donate 1% of their winnings to Nevada Cancer Institute. Players simply need to let the payout clerk know their intent to leave 1% of their winnings to Nevada Cancer Institute, and the WSOP will arrange to transfer the funds to the Institute. All donations are 100% tax-deductible and contributors will receive a letter from NVCI after their donations are received for accounting purposes.
- **Ante Up For Africa** – On July 3, 2010, the 3rd Annual Ante Up For Africa Charity-Celebrity poker tournament will be held at the Rio. The \$5,000 buy-in No Limit Hold'em tournament is open to anyone 21 years or older. More than \$1.5 million has been raised in the first three years of the event, as those cashing in the event have generously donated huge portions of their winnings to Ante Up For Africa to help raise funds for the humanitarian crisis in Darfur. Hosted by actor Don Cheadle and Annie Duke, the event draws big names from Hollywood, sports and poker and is always among the most exciting days of the WSOP. All donations are tax-deductible.

Media Charity Tournament – On July 11, 2010, the annual Media Charity Poker tournament will be held for the media covering the WSOP. The media who reach the final table will all have donations made in their name to the Nevada Cancer Institute by the WSOP.



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?

The PAC was created in 2006 shortly 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 four 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 the WSOP, 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 WSOP is always open to hearing from any poker players about ways of improving the WSOP, whether they are PAC members or not. Those interested in becoming PAC members should simply express their interest and, when there are openings, they will be considered.

The following poker players currently serve as Committee members:

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

**T.J. Cloutier
Maureen Feduniak
Barry Greenstein
Howard Lederer
Jennifer Harman
Robert Williamson III**

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

* As of May, 2010

www.WSOP.com



RIO ALL-SUITE HOTEL & CASINO FACT SHEET

LOCATION	<p>Rio All-Suite Hotel & Casino 3700 West Flamingo Road Las Vegas, NV 89103 (702) 777-7777 or (800) PLAY-RIO www.riolasvegas.com</p> <p>The property overlooks the Las Vegas Strip, one block west on Flamingo Road (off of I-15)</p>
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	<p>With nearly 120,000 square feet of casino space, Rio offers a variety of gaming action, including:</p> <ul style="list-style-type: none"> • 107 table games • 2,200 slot machines • A poker room with 10 poker tables • A Race & Sports Book with 60 flat screens
AMENITIES	<p><i>Home to the World Series of Poker™ for the past four years</i></p> <ul style="list-style-type: none"> • 13 dining outlets • Three coffee shops • 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 • Wine Cellar • 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. Pool admission is free to locals and tourists alike.
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 11:00 a.m. – 6:00 a.m.

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, Thursday & Sunday,

5pm to 10:30pm; Friday & Saturday 5:00 p.m. – 11:00 p.m

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 barbeque; the Carnival World Buffet offers numerous distinct dining experiences from around the world featuring seven live-action cooking right before your eyes guaranteeing freshness and top quality.

Breakfast- \$14.99, Monday-Friday, 8:00 a.m. – 11:00 a.m.

Lunch- \$16.99, Monday-Friday, 11:00 a.m. – 3:30 p.m.

Dinner- \$23.99, Daily from 3:30 p.m. – 10:00 p.m.

Brunch- \$23.99, Saturday & Sunday from 8:00 a.m. – 3:30 p.m.

Gaylord Indian Restaurant - 702-777-2277

Open daily 5:00 p.m. – 11:00 p.m.

Friday-Sunday 11:30a.m. – 2:30 p.m.

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 5:30 p.m. – 9:30 p.m.

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 6:00 p.m. – late

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 Monday – Friday 6:00 a.m. – Noon

Saturday & Sunday 6:00 a.m. – 1:00 p.m.

This café offers a variety of traditional breakfast favorites along with our famous Rio French Toast made from house-made cinnamon rolls.

Village Seafood Buffet - 702-777-7943

Open Sunday-Thursday 4:00 p.m. – 10:00 p.m.

Friday-Saturday 3:30 p.m. – 10:30 p.m.

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 sushi, to hot steamed crab, deliciously sweet slipper lobster tails to fresh fish prepared using variety of international flavors, 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 5:00 p.m. – 11:00 p.m.

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 prime and "Rio Dry Aged" gourmet steaks as well as American cuisine with French Creole flair, including signature dishes like the A5 Japanese Kobe 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

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 6:00 a.m. to 8:00 p.m. (702) 777-7779.

NIGHTLIFE

Crown Theater and Nightclub

Grand Opening – June 19, 2010

When it comes to experiencing Vegas nightlife, get ready to be treated like royalty. Crown Theater and Nightclub's 900-seat capacity unique, in-the-round design will feature intimate performances by some of the biggest, as well as upcoming, names in music. As the night progresses, so does the venue, becoming Crown Nightclub, a nightlife spot away from The Strip providing a mix of themed nights with a variety of music. The multi-tiered venue features VIP seating around the arch of each level, complete with low-slung, modern furnishings, giving way to a panoramic view of the venue.

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 Sunday – Thursday from 7:00 p.m. – midnight and Friday – Saturday from 7:00 p.m. – 1:30am

I-Bar

Open daily at 12:00 p.m.

I-Bar features 360-degree plasma screens pulsing to the beats of soulful house and down tempo flavors of the world becoming more high energy 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 11:00 a.m. – 3:00 a.m.

"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.

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. Guests are entertained by our extremely talented flair Bartenders as they 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 7:00 p.m. with music beginning at 9:00 p.m. Cover charge: \$20 for ladies, \$30 for men. Local ladies receive complimentary entry.

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.

Monday – Sunday at 8:00 p.m. with additional show on Fridays and Saturdays at 10:30 p.m.

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 9:00 p.m.

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 7:00 p.m., 8:00 p.m., 9:00 p.m., 10:00 p.m., 11:00 p.m. and 12:00 a.m.

PUBLIC RELATIONS

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FOR IMMEDIATE RELEASE**JACK LINK'S® BEEF JERKY BEEFS UP THE WORLD SERIES OF POKER IN ITS SECOND YEAR AS PRESENTING SPONSOR**

Las Vegas & Minong, Wis. (May 2010) – Continuing a partnership that began in 2009, Jack Link's® Beef Jerky will again serve as the presenting sponsor of the 41st annual World Series of Poker (WSOP), the world's longest-running, richest and most prestigious poker tournament.

The first sponsorship year was filled with excitement — from the famed Sasquatch walking the red carpet at the Ante Up for Africa celebrity tournament and grunting “Shuffle up and Deal” to start the WSOP tournament, to the new in-game feature “Stacked Jacks Go Wild,” which awarded nearly 100 players a special honor.

Under terms of the sponsorship and for a second year, Jack Link's will be visible on the tournament floor, including branding on poker tables, signage throughout the venue, and special appearances by the otherwise elusive Sasquatch. Advertising will appear on World Series of Poker telecasts on ESPN and Jack Link's products will be available for sale throughout the Rio® All-Suite Hotel and Casino.

Entering the 2010 WSOP season, Jack Link's Beef Jerky created an online poker challenge titled “Bluffin' With Sasquatch.” Contestants played Texas Hold ‘em against Sasquatch for a chance at thousands of prizes. One lucky grand prize winner grabbed a seat at the 2010 WSOP tournament. Continuing the fun, this August Jack Link's will launch a poker-themed Wild Side Man Cave Sweepstakes which will award one lucky winner with a fully tricked-out poker man cave of their own.

“Like the Jack Link's brand, the game of poker is all about sharing fun times with good friends,” said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. “We are enthused to partner with the camaraderie filled 41st Annual World Series of Poker, presented by Jack Link's Beef Jerky and to help poker enthusiasts worldwide to *Feed Their Wild Side*.”

“Jack Link's Beef Jerky has been a great partner,” said World Series of Poker vice president Ty Stewart. “The site presence and notoriety Jack Link's brings to the table is a perfect match. We look forward to our second year of Jack Link's being the presenting sponsor.”

Jack Link's, the No. 1 brand of beef jerky and the fastest-growing meat snack manufacturer worldwide, leads the nearly \$3 billion meat snack category. As the recognized category leader, Jack Link's offers more than 100 premium meat snack products in more than 40 countries. In addition to its premium products, Jack Link's is known for its popular Messin' With Sasquatch advertising campaign which has achieved nearly cult-like status. The commercials feature pranksters playing sophomoric pranks on an unsuspecting Sasquatch.

The 41st annual *World Series of Poker Presented by Jack Link's Beef Jerky* will be underway at the Rio® All-Suite Hotel and Casino starting on May 27, 2010 and continuing through July 17, 2010.

JACK LINK'S BEEF JERKY – *Feed Your Wild Side*.

Headquartered in Minong, Wis., Jack Link's is the No. 1 U.S. meat snack brand and fastest-growing meat snack manufacturer worldwide. The Jack Link's brand represents a heritage of quality and consumer trust. Jack Link's products are available in retail outlets worldwide. Check out www.JackLinks.com for more information on the Jack Link's brand.

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FOR IMMEDIATE RELEASE**JACK LINK'S® BEEF JERKY TURNS STACKED JACKS "WILD" AT THE WSOP**

Any Player in the WSOP Main Event Who Shows Four Jacks Will Win a Jack Link's Prize Pack

Las Vegas & Minong, Wis. (May 2010) — Jack Link's makes "Stacked Jacks Go Wild" during the World Series of Poker (WSOP) Main Event. Poker players contending for the coveted WSOP Main Event bracelet have more at stake in every hand. During official play, throughout the Main Event, poker players with a final hand "stacked" with four-of-a-kind Jacks will win a Stacked Jacks Go Wild Jack Link's prize pack. This means that every hand with four-of-a-kind Jacks triumphs with Jack Link's — even if players lose that same hand or their seat. All players and all hands in the Main Event are eligible for these bonus prizes.

"Four-of-a-kind Jacks has always been a good hand. With Stacked Jacks Go Wild, it's that much better," said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "Obviously we're a little biased about the Jack being our favorite card in the deck, so we thought it might be fun to sweeten the pot and make sure that a stacked Jacks hand is a winner every time."

Stacked Jacks Go Wild is courtesy of Jack Link's Beef Jerky, the multi-year title sponsor of the World Series of Poker. The prize pack will contain a variety of Jack Link's jerky products and other premium items.

"Competing for the richest prize in sports is serious business, but it is still poker after all, and poker should always be fun," said World Series of Poker vice president Ty Stewart. "We're glad Jack Link's is celebrating the second year of its presenting sponsorship by bringing this layer of excitement to the WSOP tournament floor."

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FOR IMMEDIATE RELEASE**MAN TOPPLES SASQUATCH FOR WORLD SERIES OF POKER ENTRY**

Winner Chosen In Jack Link's® Bluffin' With Sasquatch Poker Sweepstakes Receives A Seat At The 2010 World Series of Poker Tournament In Las Vegas

Las Vegas & Minong, Wis. (May 2010) — Jack Link's Beef Jerky, the multi-year presenting sponsor of the World Series of Poker (WSOP), today announced the winner of Jack Link's Bluffin' With Sasquatch Poker Sweepstakes. Ray H. from Hazelhurst, Ga. will receive a seat at the 2010 World Series of Poker in Las Vegas at the Rio® All-Suite Hotel and Casino.

Ray stared Sasquatch straight in the eye in a Texas Hold 'em showdown at nature's toughest poker table on Jack Link's BluffinWithSasquatch.com sweepstakes website. Ray's unflinching poker face brought him victory against the elusive Sasquatch, granting him a seat at the world's grandest card event.

In total, Ray's grand prize includes a seat at the 2010 World Series of Poker tournament — a package worth \$10,000, including airfare for two, hotel and spending money.

Thousands of additional prizes were awarded to Bluffin' With Sasquatch poker players — including poker sets, cards, T-shirts, hats and of course, Jack Link's products.

"We were surprised to know that Sasquatch can be beat...at cards, that is," smiled Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "Everyone at Jack Link's is excited to cheer on Ray, our Jack Link's Bluffin' With Sasquatch Poker Sweepstakes winner, against potentially less intimidating competitors at the WSOP."

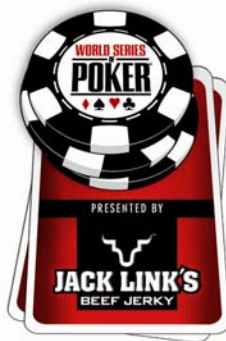
More than 600,000 games of Bluffin' With Sasquatch poker were played, as part of the themed sweepstakes and instant-win promotion. Jack Link's enthusiasts and poker fans played Texas Hold 'em against Sasquatch, the star of the now-iconic Messin' with Sasquatch campaign, featuring Jack Link's fueled pranksters playing sophomoric pranks on an unsuspecting Sasquatch.

"The ante was upped in online poker with Bluffin' With Sasquatch," said World Series of Poker vice president Ty Stewart. "We welcome the winner to the 2010 WSOP and wish him luck."

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TOP 25 BRACELET LEADERBOARD – WORLD SERIES OF POKER

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

*Through 2009 WSOPE

www.WSOP.com



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

<u>RANK</u>	<u>NAME</u>	<u>TOTAL WINNINGS</u>
1 st	Jamie Gold	\$12,014,078
2 nd	Peter Eastgate	\$9,221,395
3 rd	Joe Cada	\$8,584,121
4 th	Jerry Yang	\$8,250,000
5 th	Joe Hachem	\$7,982,111
6 th	Allen Cunningham	\$6,714,388
7 th	Greg Raymer	\$6,487,512
8 th	Ivan Demidov	\$6,468,381
9 th	Paul Wasicka	\$6,217,738
10 th	Phil Hellmuth	\$6,105,254
11 th	Darvin Moon	\$5,182,928
12 th	Phil Ivey	\$4,861,490
13 th	Michael Binger	\$4,853,927
14 th	Tuan Lam	\$4,851,424
15 th	Scotty Nguyen	\$4,727,717
16 th	Dennis Phillips	\$4,699,575
17 th	T.J. Cloutier	\$4,324,186
18 th	David Williams	\$4,299,996
19 th	Steve Dannenmann	\$4,271,489
20 th	Johnny Chan	\$4,241,448
21 st	Erik Seidel	\$4,220,577
22 nd	Chris Ferguson	\$4,027,077
23 rd	Ylon Schwartz	\$4,021,303
24 th	Antoine Saout	\$3,662,250
25 th	Dan Harrington	\$3,524,476

Notes:

Through 2009 WSOP Europe

Figures include WSOP & WSOPE, but NOT Circuit Events

Winnings in British pounds were converted to U.S. dollars at exchange rate at time of victory

168 players have earned at least \$1 million playing in the WSOP

www.WSOP.com



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

<u>RANK</u>	<u>NAME</u>	<u># of LIFETIME CASHES</u>
1 st	Phil Hellmuth	75
2 nd	Men “The Master” Nguyen	65
3 rd	Chris “Jesus” Ferguson	60
4 th	Berry Johnston	57
	Erik Seidel	
6 th	T.J. Cloutier	55
	Humberto Brenes	
8 th	Chau Giang	51
9 th	John Juanda	50
	Chris Bjorn	
11 th	David Chiu	48
12 th	“Miami” John Cernuto	47
13 th	Brent Carter	46
	Thor Hansen	
	Mike Sexton	
16 th	Barry Greenstein	44
17 th	Harold Lederer	43
	Daniel Negreanu	
	An Tran	
20 th	Johnny Chan	42
	Anthony Cousineau	
	Dewey Tomko	
23 rd	Allen Cunningham	41
24 th	Mickey Appleman	39
25 th	Ken Flaton	38
	Steve Zolotow	38

Notes: To cash in a WSOP event means you finished “in the money” and received your buy-in amount back, plus additional monies from the prize pool.

Through 2009 WSOP and WSOP Europe. Circuit Event cashes do NOT count in these standings.

www.WSOP.com



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

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

Here's who sits atop the poker mountain in terms of final table appearances in the 40-year history of the WSOP.

<u>NAME</u>	<u>FINAL TABLES</u>	<u>RANK</u>
Phil Hellmuth	40	1 st
T.J. Cloutier	38	2 nd
Men Nguyen	37	3 rd
Erik Seidel	30	4 th
Chris Ferguson	30	
Berry Johnston	29	6 th
John Cernuto	26	7 th
Johnny Chan	26	
Doyle Brunson	25	9 th
Dewey Tomko	24	10 th
John Juanda	24	
Jay Heimowitz	23	12 th
An Tran	23	
Howard Lederer	23	
Mickey Appleman	22	15 th
Humberto Brenes	22	
Huck Seed	22	
Brent Carter	21	18 th
Phil Ivey	21	
Chris Bjorin	21	
Daniel Negreanu	21	
Johnny Moss	20	22 nd
Mike Sexton	20	
John Bonetti	19	24 th
Jack Keller	19	
Steve Zolotow	19	

Through 2009 WSOP and WSOP Europe.

www.WSOP.com



MAIN EVENT CASHES – TOP 25 – WORLD SERIES OF POKER

The World Series of Poker Main Event is clearly the granddaddy of all poker tournaments. We know how hard it is to win it. Getting into the top 10% multiple times is an impressive feat. These players have cashed the most times in the 40-year history of the WSOP Main Event.

<u>NAME</u>	<u>MAIN EVENT CASHES</u>	<u>RANK</u>
Berry Johnston	10	1 st
Humberto Brenes	7	2 nd
Mike Sexton	7	
Jay Heimowitz	7	
Bobby Baldwin	7	
Doyle Brunson	7	
Steve Lott	6	7 th
John Bonetti	6	
Jason Lester	6	
Johnny Moss	6	
Hamid Dastmalchi	5	11 th
Thor Hansen	5	
Johnny Chan	5	
Dan Harrington	5	
Jack Keller	5	
Jesse Alto	5	
Hans Lund	5	
Jim Bechtel	5	
Robert Turner	5	
Dewey Tomko	5	
Donnacha O'Dea	5	
Chris Bjorin	5	
John Esposito	5	
Rod Peate	5	
25 Players Tied	4	25 th

Through 2009 WSOP. Only WSOP results count towards this tabulation.

www.WSOP.com



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

Below is the list of players who have made multiple Main Event final table appearances. In 2009, Jeffrey Shulman made his second Main Event final table in a decade. Here's who else in the 40-year history of the WSOP that have made the big one multiple times.

<u>NAME</u>	<u>MAIN EVENT CASHES</u>	<u>RANK</u>
Doyle Brunson	5	1 st
Jesse Alto	5	
Johnny Moss	4	3 rd
Stu Ungar	4	
Johnny Chan	4	
T.J. Cloutier	4	
Dan Harrington	4	
Berry Johnston	4	
John Bonetti	3	10 th
Steve Lott	3	
Bill Smith	3	
Hamid Dastmalchi	3	
Al KruX	3	
Jack Keller	3	
Erik Seidel	2	16 th
Huck Seed	2	
Sailor Roberts	2	
George Huber	2	
Dave Crunkleton	2	
Brad Daugherty	2	
Fernando Fisdel	2	
Donnacha O'Dea	2	
Rod Peate	2	
Phil Hellmuth	2	
Jay Heimowitz	2	
Noel Furlong	2	
Perry Green	2	
Mike Matusow	2	
Mansour Matloubi	2	
Hans Lund	2	
Bobby Baldwin	2	
Dewey Tomko	2	
Jeffrey Shulman	2	
Jim Bechtel	2	
Mickey Appleman	2	
Tom Jacobs	2	
Tom Franklin	2	

*Through 2009 WSOP. Only WSOP results count towards this tabulation.



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

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

<u>NAME</u>	<u>CASHES</u>	<u>RANK</u>
Anthony Cousineau	42	1 st
Bill Gazes	30	2 nd
David Plastik	29	3 rd
Surinder Sunar	29	
Thomas McCormick	28	5 th
Mark Gregorich	28	
Don Barton	25	7 th
David Levi	24	8 th
Kirill Gerasimov	23	9 th
Andy Bloch	23	
Brian Nadell	22	11 th
Mark Wilds	22	
Marco Traniello	22	
Michael Davis	21	14 th
Yueqi Zhu	21	
Kenna James	21	
Trai "Danny" Dang	21	
Marsha Waggoner	21	
Neil Channing	21	
Marcel Luske	20	20 th
Alex Jacob	20	
Michael Binger	19	22 nd
John Brody	19	
Matt Lefkowitz	18	24 th
Al Korson	18	
David Baker	18	

Through 2009 WSOPE.



ALL-TIME TOP 10 PLAYERS BY DECADE – WSOP HISTORY

With a new decade starting in 2010, we decided now was a good time to take a look back on the most successful World Series of Poker players in each of the last four decades: 2000's, 1990's, 1980's and 1970's. Here's who left their mark in terms of cashes, bracelets and money won over the first 40 years of the WSOP. 2010 becomes the first year players can start tabulating results for the next decade, the 2010's.

1970's

Top 10 - Total Money Won

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

1970's

Top 10 – Most Bracelets

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

1970's

Top 10 – Cashes

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

1980's

Top 10 - Total Money Won

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

1980's

Top 10 – Most Bracelets

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

1980's

Top 10 – Cashes

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

1990's

Top 10 - Total Money Won

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

1990's

Top 10 – Most Bracelets

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

1990's

Top 10 – Cashes

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

Now for the decade that we just left, the 2000's. We did an overall breakdown for 2000-2009 and also looked at the last 5 years specifically, because of the so-called poker boon that occurred near the middle of the decade.

Note: WSOP Europe statistics are counted in these numbers. WSOPE has been played for 3 years (2007-09). Ivan Demidov moved up the Total Money Won list by virtue of his \$616,124 cash at WSOPE in 2008, while John Juanda added a bracelet for his 2008 WSOPE Main Event victory. Several players added cashes to their totals, with Daniel Negreanu's 4 WSOPE cashes being the most.

2000's
Top 10 - Total Money Won

JAMIE GOLD	\$12,014,078
PETER EASTGATE	\$9,221,395
JOE CADA	\$8,584,121
JERRY YANG	\$8,250,000
JOE HACHEM	\$7,982,111
ALLEN CUNNINGHAM	\$6,682,329
GREY RAYMER	\$6,487,512
IVAN DEMIDOV	\$6,468,381
PAUL WASICKA	\$6,217,738
DARVIN MOON	\$5,182,928

2000's
Top 10 – Most Bracelets

PHIL IVEY	7
CHRIS FERGUSON	5
JOHNNY CHAN	5
LAYNE FLACK	5
PHIL HELLMUTH	5
ALLEN CUNNINGHAM	5
ERIK SEIDEL	4
JEFFREY LISANDRO	4
JOHN JUANDA	4
4 PLAYERS TIED	3

2000's
Top 10 – Cashes

PHIL HELLMUTH	52
JOHN JUANDA	48
CHRIS FERGUSON	48
ANTHONY COUSINEAU	40
ALLEN CUNNINGHAM	38
BARRY GREENSTEIN	38
MEN NGUYEN	38
DANIEL NEGREANU	41
THOR HANSEN	37
PHIL IVEY	36

2005-2009
Top 10 - Total Money Won

JAMIE GOLD	\$12,014,078
PETER EASTGATE	\$9,221,395
JOE CADA	\$8,584,121
JERRY YANG	\$8,250,000
JOE HACHEM	\$7,982,111
IVAN DEMIDOV	\$6,468,381
PAUL WASICKA	\$6,217,738
ALLEN CUNNINGHAM	\$6,021,994
DARVIN MOON	\$5,182,928
MICHAEL BINGER	\$4,853,927

2005-2009
Top 10 – Most Bracelets

JEFFREY LISANDRO	4
ALLEN CUNNINGHAM	3
PHIL IVEY	3
23 PLAYERS TIED	2

2005-2009
Top 10 – Cashes

PHIL HELLMUTH	30
BARRY GREENSTEIN	28
JOHN JUANDA	28
DANIEL NEGREANU	26
CHAU GIANG	24
JEFFREY LISANDRO	24
CHRIS FERGUSON	24
HUMBERTO BRENES	23
ALLEN CUNNINGHAM	23
8 TIED WITH	21



BY THE NUMBERS – WORLD SERIES OF POKER

(1970 THRU 2009 WSOP)

- ♣ \$1,041,265,271 – total prize money awarded
- ♣ 525,000 -- # of individual poker chips deployed to run the WSOP each year
- ♦ 347,868 – # of entrants that have competed in the WSOP
- ♥ 33,931 – # of entrants that have cashed
- ♠ 818 – # of 1st place finishers [same # of individual tournaments held]
- ♣ 43,473 – # of total entrants to compete in the WSOP Main Event
- ♦ 792 – # 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
- ♠ 168 - # of millionaires created by the WSOP
- ♣ \$8,547,044 – Amount Joe Cada won for winning 2009 Main Event
- ♦ \$0 – Amount Johnny Moss won for winning 1970 Main Event [won a Silver Cup]
- ♥ 6,493 – # of people Cada beat in 2009 to become champion
- ♠ 6 – # of people Moss beat in 1970 to become champion [by vote of his peers]
- ♣ 96 – Age of Jack Ury in 2009, the oldest player ever to compete in a WSOP event
- ♦ 21 years, 11 months, 22 days – Age of Cada [The youngest Main Event champion in history]
- ♥ 115 – # of nations represented at the 2009 WSOP [82 nations competed in 2010 Winter Olympics]
- ♠ 1 – # of countries represented at the 1970 WSOP
- ♣ \$500 – Smallest buy-in for a WSOP bracelet event in 2010 [Event#1 – No Limit Hold'em]
- ♦ \$50,000 – Highest buy-in for a WSOP bracelet event in 2010 [Event#2 PPC 8-game Mix.]
- ♥ 40 – # of cameras ESPN uses to cover WSOP [CBS used 35 to cover Super Bowl XLIV]
- ♠ 1970 – Year that the first WSOP was held at Binion's Horseshoe in Las Vegas
- ♣ 2010 – Year that the 40th Anniversary WSOP will be held at the Rio in Las Vegas

www.WSOP.com



JACK EFFEL

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

Jack Effel is the Tournament Director for the 2010 World Series of Poker, as well as the Vice President of International Poker Operations for Harrah's Interactive Entertainment (HIE). The 2010 WSOP will be Jack's fourth consecutive year to serve as Tournament Director for the most prestigious poker tournament series in the world.

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

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

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

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

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

The World Series of Poker was established in 1970 and has grown into an annual "Woodstock" for poker players. In 2009, it attracted 60,875 participants from 115 countries who descended on Las Vegas for the 57-event, 50-day extravaganza that awarded nearly \$175 million in prize money.

Effel is married, has two children and resides in Las Vegas. He is originally from Dallas, TX.



TY STEWART

Vice President, Harrah's Interactive Entertainment

Ty Stewart, a five-year veteran of Harrah's Entertainment, oversees marketing, event management, television, sponsorship and licensing for the World Series of Poker. From 2005 to 2009, Stewart served as Director of Marketing and Strategic Alliances.

Since joining Harrah's, Stewart helped solidify the business side of the WSOP, landing major corporate partners in categories traditionally elusive to poker. Under his management, Harrah's signed multi-year agreements with mainstream companies including Jack Links, Miller Brewing, Red Bull, Planters Peanuts, and Hershey's.

Stewart has secured a growing roster of WSOP licensees, with product categories ranging from chip sets, (United States Playing Cards) to mobile games, (GLU Mobile) to apparel, (Nat Nast) tutorial camps, (WSOP Academy) and beyond.

Stewart's most significant contributions have been in developing innovative new ideas to increase appeal of the game. Stewart hatched the concept for the delayed Main Event Final Table, which drove immediate ratings growth and unprecedented media coverage for a poker tournament. In 2010, Stewart refashioned the Tournament of Champions as poker's first-ever all-star game, with fans voting in the majority of the participants. Stewart also created the Caesars Cup concept pitting top European players vs. North American players around a unique doubles format, and the 2009 Champions Invitational of former Main Event winners.

Stewart has an executive role on the WSOP Governing Council and the WSOP Players Advisory Committee and was co-executive producer of the first WSOP Europe television production.

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

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

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

#



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 38 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 38 Poker Hall of Fame members is as follows:

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



POKER HALL OF FAME VOTING GUIDELINES

Following the success of last year's induction process for the Poker Hall of Fame, the basic format will remain intact for 2010.

This year – the nomination, selection and voting process will culminate in the enshrinement of a worthy inductee(s), who will be officially enshrined in November as part of the WSOP Main Event Final Table.

The new process will work as follows:

- From July 1 through August 31, 2010, the general public will be able to cast their nominations via online submission at www.WSOP.com. Each submission will allow for a nominee name as well as up to 250 words supporting that nominee's worthiness.
- On September 1, Harrah's will announce the Top Ten list of nominees chosen by the public. These ten names become the players *among* consideration for induction in 2010.
- The following week, the Hall of Fame committee will review 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.
- On September 13, a "Finalists" ballot will be sent to the current Hall of Famers (16 living) who will each rank the nominees in order of preference – ranking only those they deem worthy of admission in 2010. Each Hall of Famer will also have the ability to add a write-in candidate, who won't be eligible for admission in 2010, but will automatically be added to the consideration list for 2011. In addition, a select group of media members will also be sent a ballot for ranking the finalists. All votes will be cast in private, with each HOF and media member entitled to keep their vote secret, but not obligated to do so. After receiving back all ballots, the HOF committee reviews the selections and helps finalize any tiebreakers or errors.
- The top two vote-getters will be inducted during the enshrinement ceremony at the Final Table of Main Event in November, 2010, assuming they reach a majority vote threshold.

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.WSOP.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 internationally of the world's longest-running, richest and most prestigious gaming event.

WSOPE in London complements the WSOP held annually in Las Vegas. During the first three years of the WSOPE, a total of 2,994 entrants have competed for 11 gold bracelets and been awarded £15,110,500 in prize money.

The 4th Annual WSOPE will be held **September 14 through September 28, 2010** at the luxurious Casino at the Empire in Leicester Square in London, England, where five 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, Erik 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 Bjorin, Allen Cunningham, Phil Ivey, Howard Lederer, Patrik Antonius and Annette Obrestad.

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

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.

Barry Shulman beat one of the most decorated final tables ever to capture the 2009 Main Event title, his second WSOP gold bracelet and the £801,603.

The host country broke through in 2009 when J.P. Kelly became the first U.K. resident to win a WSOP bracelet on home soil when he captured the No Limit Hold'em £1,000 event. To date, nine different nations have captured a WSOPE bracelet: Denmark (2), USA (2), Afghanistan, Canada, Finland, Germany, Italy, Norway and U.K.

The list of WSOPE bracelet winners is as follows:

- | | |
|-------|---|
| 2007: | Annette Obrestad (£10,000 Main Event No Limit Hold'em)
Thomas Bihl (£2,500 H.O.R.S.E.)
Dario Alioto (£5,000 Pot Limit Omaha) |
| 2008: | John Juanda (£10,000 Main Event No Limit Hold'em)
Theo Jorgensen (£5,000 Pot Limit Omaha)
Sherkhan Farnood (£2,500 H.O.R.S.E.)
Jesper Hougaard (£1500 No Limit) |
| 2009: | Barry Shulman (£10,000 Main Event No Limit Hold'em)
Jani Vilmunen (£5,000 Pot Limit Omaha)
Eric Cajelais (£2,500 ½ Pot Limit Hold'em/½ Pot Limit Omaha)
J.P. Kelly (£1,000 No Limit Hold'em) |

www.WSOP.com



SCHEDULE – 2010 WORLD SERIES OF POKER EUROPE

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

September 14th – 28th 2010

Date	Day	Start	Event #	Tournament	Buy-In
9/14/2010	Tuesday	12 PM	1	Six Handed No Limit Hold'em - Day 1 (3 Day Event)	£2,500 + £150
9/15/2010	Wednesday	2 PM	1	Six Handed No Limit Hold'em - Day 2	£2,500 + £150
9/16/2010	Thursday	2 PM	1	Six Handed No Limit Hold'em - Day 3 (Final Table)	£2,500 + £150
9/16/2010	Thursday	5 PM	2	Pot Limit Omaha - Day 1 (3 day event)	£5,000 + £250
9/17/2010	Friday	12 PM	3A	No Limit Hold'em – Day 1A (5 day event)	£1,000 + £75
9/17/2010	Friday	3 PM	2	Pot Limit Omaha - Day 2	£5,000 + £250
9/18/2010	Saturday	12 PM	3B	No Limit Hold'em - Day 1B	£1,000 + £75
9/18/2010	Saturday	3 PM	2	Pot Limit Omaha - Day 3 (Final Table)	£5,000 + £250
9/19/2010	Sunday	12 PM	3C	No Limit Hold'em - Day 1C	£1,000 + £75
9/20/2010	Monday	2 PM	3	No Limit Hold'em – Day 2	£1,000 + £75
9/21/2010	Tuesday	2 PM	3	No Limit Hold'em – Day 3 (Final Table)	£1,000 + £75
9/21/2010	Tuesday	5 PM	4	No Limit Hold'em High Roller Heads-Up Day 1 (3 day event)	£10,000 + £350
9/22/2010	Wednesday	3 PM	4	No Limit Hold'em High Roller Heads-Up Day 2	£10,000 + £350
9/23/2010	Thursday	12 PM	5A	WSOPE Championship No Limit Hold'em - Day 1A	10,000 + £350
9/23/2010	Thursday	3 PM	4	No Limit Hold'em High Roller Heads-Up Day 3 (Final Four)	£10,000 + £350
9/24/2010	Friday	12 PM	5B	WSOPE Championship No Limit Hold'em – Day 1B	10,000 + £350
9/25/2010	Saturday	12 PM	5	WSOPE Championship Day 2	£10,000 + £350
9/26/2010	Sunday	12 PM	5	WSOPE Championship Day 3	£10,000 + £350
9/27/2010	Monday	12 PM	5	WSOPE Championship Day 4	£10,000 + £350
9/28/2010	Tuesday	12 PM	5	WSOPE Championship Final Table	£10,000 + £350



OFFICIAL RESULTS – 2009 WORLD SERIES OF POKER

<u>Event</u>	<u>Entrants</u>	<u>Event</u>	<u>Winner</u>	<u>Country</u>	<u>1st Place</u>	<u>Prize Pool</u>
1	866	\$500 Casino Employees No Limit Hold'em	ANDREW COHEN	USA	\$83,833	\$389,700
2	201	Special \$40,000 Annual No-Limit Hold'em	VITALY LUNKIN	Russia	\$1,891,012	\$7,718,400
3	918	\$1,500 Omaha Hi-Low Split-8 or Better	THANG LUU	USA	\$263,135	\$1,253,070
4	6,012	\$1,000 No-Limit Hold'em Stimulus Special	STEVE SUNG	USA	\$771,106	\$5,410,800
5	809	\$1,500 Pot Limit Omaha	JASON MERCIER	USA	\$237,415	\$1,104,285
6	142	\$10,000 Championship Seven Card Stud	FREDDIE ELLIS	USA	\$373,751	\$1,334,800
7	2,791	\$1,500 No-Limit Hold'em	TRAVIS JOHNSON	USA	\$666,853	\$3,809,715
8	147	\$2,500 No-Limit Deuce to Seven Draw Lowball	PHIL IVEY	USA	\$96,367	\$338,100
9	1,459	\$1,500 Six-Handed No-Limit Hold'em	KEN ALDRIDGE	USA	\$428,259	\$1,991,535
10	453	\$2,500 Pot Limit Hold'em/Omaha	RAMI BOUKAI	USA	\$244,862	\$1,041,900
11	1,646	\$2,000 No-Limit Hold'em	ANTHONY HARB	USA	\$569,254	\$2,995,720
12	194	\$10,000 World Championship Mixed Event	VILLE WAHLBECK	Finland	\$492,384	\$1,823,600
13	1,088	\$2,500 No-Limit Hold'em	KEVEN STAMMEN	USA	\$506,786	\$2,502,400
14	367	\$2,500 Limit Hold'em Six-Handed	JOHN "Brock" PARKER	USA	\$223,697	\$844,100
15	655	\$5,000 No-Limit Hold'em	BRIAN LEMKE	USA	\$692,690	\$3,078,500
16	359	\$1,500 Seven Card Stud	JEFFREY LISANDRO	Australia	\$124,975	\$490,034
17	1,060	\$1,000 Ladies No-Limit Hold'em Championship	LISA HAMILTON	USA	\$195,390	\$964,600
18	179	\$10,000 Championship Omaha Hi-Low Split-8	DANIEL ALAEI	USA	\$445,898	\$1,682,600
19	1,068	\$2,500 No-Limit Hold'em Six-Handed	JOHN "Brock" PARKER	USA	\$552,745	\$2,456,400
20	633	\$1,500 Pot-Limit Hold'em	JOHN PAUL KELLY	UK	\$194,434	\$864,045
21	452	\$3,000 H.O.R.S.E.	ZAC FELLOWS	Canada	\$311,899	\$1,247,520
22	999	\$1,500 No-Limit Hold'em Shootout	JEFFERY CARRIS	USA	\$313,673	\$1,363,635
23	96	\$10,000 Championship 2-7 Draw Lowball (No	NICK SHULMAN	USA	\$172,863	\$902,400
24	2,506	\$1,500 No-Limit Hold'em	PETE VILANDOS	USA	\$607,256	\$3,420,690
25	376	\$2,500 Omaha/Seven Card Stud Hi-Low 8	PHIL IVEY	USA	\$220,538	\$864,800
26	643	\$1,500 Limit Hold'em	TOMAS ALENIUS	Sweden	\$197,509	\$877,695
27	198	\$5,000 Pot-Limit Omaha Hi-Low Split-8 or Better	ROLAND De WOLFE	UK	\$246,616	\$930,600
28	2,638	\$1,500 No-Limit Hold'em	MICHAEL EISE	USA	\$639,331	\$3,600,870
29	256	\$10K Championship Heads Up No-Limit Hold'em	LEO WOLPERT	USA	\$625,682	\$2,406,400
30	436	\$2,500 Pot-Limit Omaha	JC TRAN	USA	\$235,685	\$1,002,800
31	770	\$1,500 H.O.R.S.E.	JAMES VAN ALSTYNE	USA	\$247,033	\$1,051,050
32	1,534	\$2,000 No-Limit Hold'em	ANGEL GUILLEN	Mexico	\$530,548	\$2,791,880
33	185	\$10,000 Championship Limit Hold'em	GREG MUELLER	Canada	\$460,841	\$1,739,000
34	2,095	\$1,500 No-Limit Hold'em	ERIC BALDWIN	USA	\$521,991	\$2,859,675
35	363	\$5,000 Pot-Limit Omaha	RICHARD AUSTIN	USA	\$409,484	\$1,706,100
36	1,695	\$2,000 No-Limit Hold'em	JORDAN SMITH	USA	\$586,212	\$3,084,900
37	164	\$10K Championship 7-Card Stud Hi-Low Split 8	JEFFREY LISANDRO	Italy	\$431,656	\$1,541,600
38	446	\$2,000 Limit Hold'em	MARC NAALDEN	Belgium	\$190,770	\$811,720
39	2,715	\$1,500 No-Limit Hold'em	RAY FOLEY	USA	\$657,969	\$3,705,975
40	295	\$10,000 Championship Pot Limit Omaha	MATT GRAHAM	USA	\$679,402	\$2,773,000
41	280	\$5,000 No-Limit Hold'em Shootout	PETER TRAPLY	Hungary	\$348,755	\$1,316,000
42	412	\$2,500 Mixed Event	JERROD ANKENMAN	USA	\$241,637	\$947,600
43	2,707	\$1,000 Seniors No-Limit Hold'em Championship	MICHAEL DAVIS	USA	\$437,358	\$2,463,370
44	315	\$2,500 Seven Card Razz	JEFFREY LISANDRO	Australia	\$188,390	\$724,500
45	275	\$10,000 Championship Pot-Limit Hold'em	JOHN KABBAJ	UK	\$633,335	\$2,585,000
46	424	\$2,500 Omaha Hi-Low Split-8 or Better	DEREK RAYMOND	USA	\$229,192	\$975,200
47	527	\$2,500 Mixed Hold'em (Limit/No-Limit)	BAHADOR AHMADI	Iran	\$278,804	\$1,212,100
48	762	\$1,500 Pot-Limit Omaha Hi-Low Split-8 or Better	BRANDON CANTU	USA	\$228,867	\$1,040,030
49	95	\$50,000 Championship H.O.R.S.E.	DAVID BACH	USA	\$1,276,806	\$4,560,000
50	571	\$1,500 Limit Hold'em Shootout	GREG MUELLER	Canada	\$179,291	\$779,415
51	2,781	\$1,500 No-Limit Hold'em	CARSTON JOH	Germany	\$664,426	\$3,796,065
52	854	\$3,000 Triple Chance No-Limit Hold'em	JORG PEISERT	Germany	\$506,800	\$2,357,040
53	466	\$1,500 Seven Card Stud Hi-Low 8-or Better	DAVID HALPERN	USA	\$159,048	\$636,090
54	2,818	\$1,500 No-Limit Hold'em	TONY VECKEY	USA	\$673,276	\$3,846,570
55	257	\$2,500 2-7 Triple Draw Lowball (Limit)	ABE MOSSERI	USA	\$165,521	\$591,100
56	928	\$5,000 No-Limit Hold'em Six-Handed	MATTHEW	USA	\$1,003,218	\$4,361,600
57	6,494	\$10,000 No-Limit Hold'em (Main Event)	JOSEPH CADA	USA	\$8,547,042	\$61,043,600



EVENT SNAPSHOT - 2009 WORLD SERIES OF POKER

Bracelet Events:	57
Total Prize Pool:	\$174,013,215
# of Total Entries:	60,875
# of Total Cashers:	6,246
# of Main Event Entries:	6,494
Largest Non-Main Event Field:	6,012 (Event #4)
Largest Prize Pool:	\$61,044,921 (Event #57)
Largest 1st Place Prize:	\$8,547,044 (Event #57)
# of Participating Countries:	115
# of Sellouts:	10 ¼ [Day 1D of Main Event counts as ¼]
Bracelet Winners From:	United States (39) Canada (3) Italy (3) United Kingdom (3) Germany (2) Belgium (1) Finland (1) Hungary (1) Iran (1) Mexico (1) Russia (1) Sweden (1)
Multiple Bracelet Winners:	4 [Phil Ivey; Greg Mueller; Brock Parker; Jeffrey Lisandro]
Event Dates:	May 27, 2009 – July 15, 2009 November 7-9, 2009; Main Event Final Table
Event Location:	Rio All-Suite Hotel & Casino, Las Vegas, Nevada

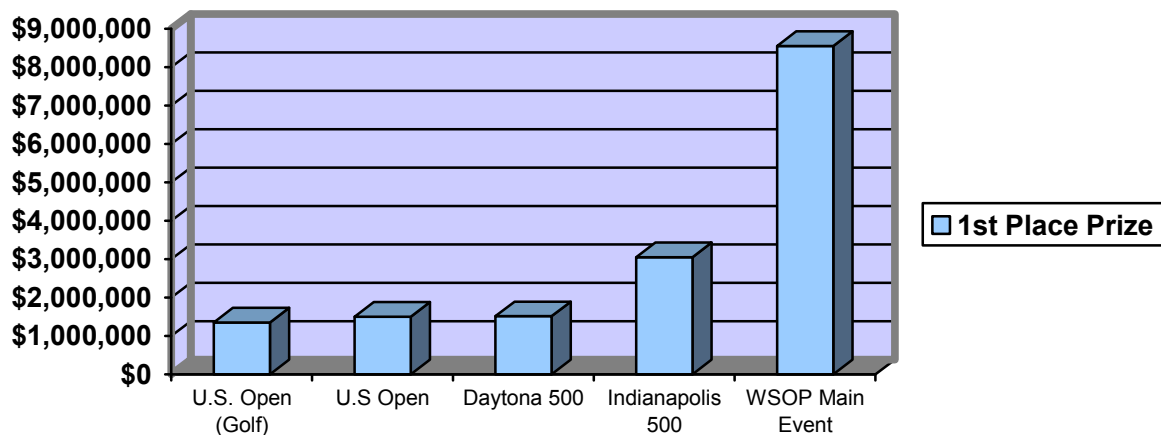


COMPARING OTHER INDIVIDUAL SPORTS **JOE CADA WINS MORE THAN THE OTHERS COMBINED!**

The World Series of Poker (WSOP) Main Event Champion in 2009 – Joe Cada -- known worldwide as the reigning world champion of poker, was awarded \$8,547,044 and the coveted championship bracelet.

Cada was awarded more prize money in 2009 than any other major individual sport's crowning champion. In fact, Cada won more than the Daytona 500, Indianapolis 500, U.S. Open (golf) and U.S. Open (tennis) champions combined!

\$8,547,044 vs. \$7,512,654.



TITLE	WINNER	PRIZE
WSOP Main Event Champion	Joe Cada	\$8,547,044
Indianapolis 500 Winner	Helio Castroneves	\$3,048,005
Daytona 500 Winner	Jamie McMurray	\$1,514,649
U.S. Open (tennis)	Juan Martin del Potro	\$1,600,000
U.S. Open (golf)	Lucas Glover	\$1,350,000



PARTICIPATING NATIONS IN 2009 WORLD SERIES OF POKER

115 DIFFERENT LOCATIONS

AFGHANISTAN	FAROE ISLANDS	NORTHERN IRELAND
ALBANIA	FINLAND	NORWAY
AMERICAN SAMOA	GAMBIA	PARAGUAY
ANGOLA	GERMANY	PERU
ARGENTINA	GHANA	PHILIPPINES
AUSTRALIA	GREECE	POLAND
AUSTRIA	GUADALOUPE	PORTUGAL
BAHAMAS	GUAM	PUERTO RICO
BAHRAIN	GUATEMALA	REUNION
BARBADOS	GUINEA	ROMANIA
BAVARIA	HONDURUS	RUSSIA
BELARUS	HONG KONG	SAINT PIERRE &
BELGIUM	HUNGARY	MIQUELON
BELIZE	ICELAND	SCOTLAND
BERMUDA	INDIA	SERBIA
BOLIVIA	IRAN	SINGAPORE
BOSNIA	IRELAND	SLOVAKIA
BOTSWANA	ISLE OF MAN	SLOVENIA
BRAZIL	ISRAEL	SOUTH AFRICA
BRITISH VIRGIN ISLANDS	ITALY	SOUTH KOREA
BRITISH HONDURAS	JAMAICA	SPAIN
BULGARIA	JAPAN	SWEDEN
CANADA	KOREA	SWITZERLAND
CANARY ISLANDS	LATVIA	SYRIA
CAYMAN ISLANDS	LEBANON	TAIWAN
CENTRAL AFRICA REP.	LIECHTENSTEIN	TAZMANIA
CHILE	LITHUANIA	TRINIDAD & TOBAGO
CHINA	LUXEMBOURG	TURKEY
COLUMBIA	MACEDONIA	TURKS & CAICOS
CORSICA	MALAYSIA	UKRAINE
COSTA RICA	MALI	UNITED ARAB EMIRATES
CROATIA	MALTA	UNITED STATES
CYPRUS	MEXICO	URUGUAY
CZECH REPUBLIC	MONACO	U.S. VIRGIN ISLANDS
DENMARK	MOROCCO	VENEZUELA
DOM. REPUBLIC	NETHERLANDS	
ECUADOR	NETHERLAND ANTILLES	
ENGLAND	NEW CALEDONIA	
ESTONIA	NEW ZEALAND	



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 2009's WSOP attracted 60,875 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 2010 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.



MAIN EVENT CHAMPIONS (By Year) – WORLD SERIES OF POKER

YEAR	WINNER	# of ENTRANTS	PRIZE
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 Daugherty	215	\$1,000,000
1992	Hamid Dastmalchi	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
2009	Joseph Cada	6,494	\$8,547,044

*By Vote of Peers

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

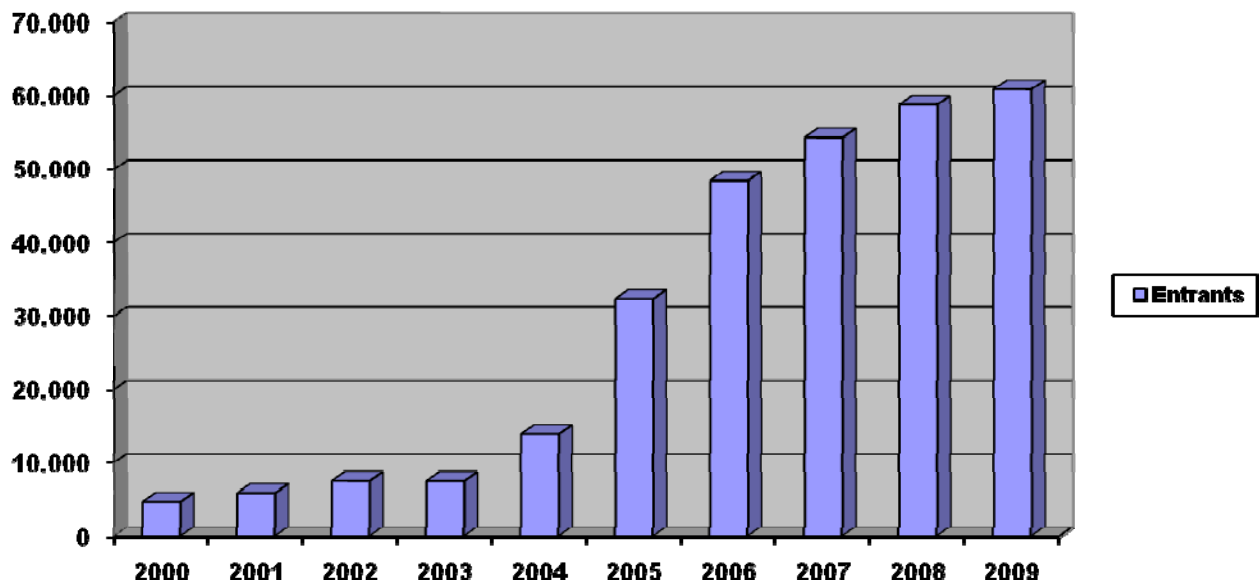


ENTRANTS -- PAST DECADE -- WORLD SERIES OF POKER

Harrah's Entertainment took over the World Series of Poker in 2004. A total of 254,590 entrants have played in the WSOP over the last five years – nearly 6 ½ times the 39,959 of the five previous years.

Due to increased demand, the number of bracelet offerings has increased as well. From 2000-2004, a total of 154 bracelet events were offered, or an average of 31 a year. In the last five years, a total of 259 bracelets have been awarded – or an average of 52. But looking at this on a per-event average shows a quadrupling of average event entrants. An average of 259 entrants participated in each event from the five-year span of 2000-2004, while an average of 983 entrants participated in the 2005-2009 time period. So bracelets available increased in the past 5 years by 67%, but with the additional bracelet offerings, average event entrants increased 380%.

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





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

In 2009, Jeffrey Lisandro had one heck of a World Series of Poker. He captured the 2009 Player of the Year award by virtue of his 3 victories. Lisandro was one of five players in 2009 to win multiple bracelets, joining Brock Parker, Greg Mueller, J.P. Kelly and Phil Ivey who each won two. This was one player off the record of 6 players winning multiple bracelets in the same year, which occurred in 2003.

In today's day and age with large fields and top notch players from all over the world, winning multiple bracelets is quite an achievement. Here's who has done it in a single calendar year at the WSOP:

<u>YEAR</u>	<u>NAME</u>	<u>EVENT</u>
2009	Jeffrey Lisandro	#16: \$1,500 Seven Card Stud #37: \$10K World Championship 7-Card Stud Hi-Low Split 8 or Better #44: \$2,500 Seven Card Razz
2009	John "Brock" Parker	#14: \$2,500 Limit Hold'em Six-Handed #19: \$2,500 No-Limit Hold'em Six-Handed
2009	Phil Ivey	#8: \$2,500 No-Limit Deuce to Seven Draw Lowball #25: \$2,500 Omaha/Seven Card Stud Hi-Low 8-or Better
2009	Greg Mueller	#33: \$10,000 World Championship Limit Hold'em #50: \$1,500 Limit Hold'em Shootout
2009	J.P. Kelly	#20: \$1,500 Pot-Limit Hold'em WSOPE #1: £1,000 No Limit Hold'em
2008	Jesper Hougaard	#36: \$1,500 No Limit Hold'em WSOPE #1: £1,500 No Limit Hold'em
2007	Tom Schneider	#5: \$2,500 Omaha/Seven Card Stud Hi/Lo 8 or Better #46: \$1,000 Seven Card Stud Hi/Lo 8 or Better
2006	Jeff Madsen	#22: \$2,000 No Limit Hold'em #30: \$5,000 No Limit Hold'em Six-Handed
2005	Mark Seif	#15: \$1,500 Limit Hold'em Shootout #22: \$1,500 No Limit Hold'em
2004	Ted Forrest	#3: \$1,500 Seven Card Stud #23: \$1,500 No Limit Hold'em
2004	Scott Fischman	#9: \$1,500 No Limit Hold'em #12: \$2,000 H.O.R.S.E.
2003	Chris Ferguson	#4: \$2,000 Limit Omaha Hi/Lo #10: \$2,000 Limit Hold'em & Seven Card Stud
2003	John Juanda	#21: \$2,500 Limit Seven Card Stud #33: \$2,500 Pot Limit Omaha (w/Re-buys)
2003	Johnny Chan	#15: \$5,000: No Limit Hold'em #24: \$5,000 Pot Limit Omaha
2003	Layne Flack	#18: \$2,500 Limit Omaha Hi/Lo #25: \$1,500 Shootout Limit Hold'em
2003	Men Nguyen	#31: \$5,000 Limit Seven Card Stud #35: \$1,500 Limit Triple Draw
2003	Phil Hellmuth	#12: \$2,500 Limit Hold'em #32: \$3,000 No Limit Hold'em

-- more --

<u>YEAR</u>	<u>NAME</u>	<u>EVENT</u>
2002	Phil Ivey	#5: \$1,500 Limit Seven Card Stud #16: \$2,500 Limit Seven Card Stud Hi-Lo #23: \$2,000 Limit S.H.O.E.
2002	Layne Flack	#4: \$2,000 No Limit Hold'em #19: 41,500 No Limit Hold'em
2001	Nani Dollison	#2: \$2,000 Limit Hold'em #26: \$1,000 Ladies Limit Hold'em & Seven Card Stud
2001	Scotty Nguyen	#14: \$2,500 Pot Limit Omaha #23: \$5,000 Limit Omaha Hi/Lo
2000	Chris Ferguson	#9: \$2,500 Limit Seven Card Stud #25: \$10,000 No Limit Hold'em Main Event
1997	Max Stern	#12: \$2,500 Limit Seven Card Stud Hi/Lo #17: \$3,000 No Limit Hold'em
1995	Men Nguyen	#11: \$2,500 Limit Seven Card Stud Hi/Lo #16: \$2,500 Limit Hold'em
1995	Hilbert Shirey	#18: \$2,500 Pot Limit Omaha (w/Re-buys) #19: \$2,500 Pot Limit Hold'em
1995	Dan Harrington	#21: \$2,500 No Limit Hold'em 325: \$10,000 No Limit Hold'em Main Event
1994	T.J. Cloutier	#14: \$1,500 Limit Omaha Hi/Lo #15: \$2,500 Pot Limit Hold'em
1993	Phil Hellmuth	#7: \$2,500 No Limit Hold'em #8: \$1,500 No Limit Hold'em #9: \$5,000 Limit Hold'em
1993	Ted Forrest	#11: \$5,000 Limit Seven Card Stud #12: \$1,500 Limit Razz #13: \$1,500 Limit Omaha Hi/Lo
1993	Humberto Brenes	#16: \$2,500 Pot Limit Omaha #17: \$2,500 Limit Hold'em
1984	Dewey Tomko	#11: \$10,000 No Limit Deuce to Seven Lowball #12: \$5,000 Pot Limit Omaha w/Re-buys
1983	Tom McEvoy	#10: \$1,000 Limit Hold'em #14: \$10,000 No Limit Hold'em Main Event
1982	David Sklansky	#7: \$800 Mixed Doubles – Limit Seven Card Stud #12: \$1,000 Limit Draw High
1981	Billy Baxter	#1: \$2,500 No Limit Ace to Five Draw #2: \$10,000 No Limit Deuce to Seven Lowball
1981	Stu Ungar	#12: \$10,000 No Limit Deuce to Seven Lowball #13: \$10,000 No Limit Hold'em Main Event
1979	Gary “Bones” Berland	#2: \$500 Limit Seven Card Stud #3: \$1,000 Limit Seven Card Stud Hi/Lo
1979	Lakewood Louie	#7: \$1,000 Limit Ace to Five Draw #8: \$2,000 Limit Draw High
1978	Gary “Bones” Berland	#2: \$1,000 Limit Razz #3: \$500 Limit Seven Card Stud
1977	Doyle Brunson	#5: \$10,000 Limit Seven Card Stud Hi/Lo #13: \$10,000 No Limit Hold'em Main Event
1977	Bobby Baldwin	#2: \$10,000 No Limit Deuce to Seven Lowball #3: \$5,000 Limit Seven Card Stud
1976	Doyle Brunson	#3: \$5,000 No Limit Deuce to Seven Lowball #8: \$10,000 No Limit Hold'em Main Event
1973	Howard “Tahoe” Andrew	#1: \$2,500 No Limit Hold'em #2: \$1,000 No Limit Hold'em
1974	Jimmy Casella	#1: \$10,000 Limit Seven Card Stud #2: \$1,000 Limit Razz
1971	Puggy Pearson	#1: \$4,000 Limit Seven Card Stud #3: 1,000 No Limit Hold'em #7: \$10,000 No Limit Hold'em Main Event
1971	Johnny Moss	#4: \$1,000 Limit Ace to Five Draw #5: \$5,000 No Limit Hold'em Main Event



ANECDOTES – WORLD SERIES OF POKER

- The World Series of Poker is the longest-running, richest and most prestigious gaming event in the world.
- In 2009, the WSOP awarded \$174,013,215 in prize money and Joe Cada became the youngest Main Event champion ever, winning \$8,547,044 at the age of 21.
- 2010 is a milestone year as it marks the 40th Anniversary of the WSOP.
- As the staple tournament for the best poker players in the world, the WSOP attracted participants from 115 locations across the world in 2009 – more than the 82 countries that participated in the 2010 Winter Olympics in Vancouver.
- Since Harrah's Entertainment assumed ownership of the WSOP in 2004, the tournament has grown significantly in participation each year:
 - 2004: 14,054 player registrations
 - 2005: 32,341 player registrations
 - 2006: 48,366 player registrations
 - 2007: 54,288 player registrations
 - 2008: 58,720 player registrations
 - 2009: 60,875 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 marked the third annual World Series of Poker Europe (WSOPE).
 - The 2010 WSOPE will take place from September 14-28, 2010 in London's Casino at the Empire and feature 5 WSOP gold bracelet events.
 - The 2009 WSOPE Presented by Betfair was won by Barry Shulman, father of November Niner Jeff Shulman.
- The 41st Annual World Series of Poker will take place from May 27th through July 17th 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, known worldwide as the most coveted prize in gaming.
- The 2010 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.



FAMOUS WSOP HANDS

Pocket Nines

This has been the winning hand three times in the 40-year history of the WSOP Main Event – and became the most common WSOP Main Event winning hand in history in 2009.

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

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

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

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

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

2009 Joe Cada **9♦ 9♠** \$8,546,435 Darvin Moon **Q♦ J♦**

Ten-Two

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

1976 Doyle Brunson **10♠ 2♠** \$220,000 Jesse Alto **A♠ J♦**
1977 Doyle Brunson **10♠ 2♥** \$340,000 Gary Berland **8♥ 5♠**

Pair of Queens

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

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

Five-Four

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

Ace-Nine

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

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

Ace-Four

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

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

Jack-Nine

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

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

Cracked Aces

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

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

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

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

Pocket Kings

The second best starting hand in Texas Hold'em has never been achieved in the final hand in the 40-year history of the World Series of Poker Main Event. No player has either won or lost the Main Event holding pocket kings. In fact, only three times in WSOP Main Event history has a player holding even one King went on to win the Main Event! (1972, 1994 and 2001).

Nine Lives

There have been 40 WSOP Main Events in history, and remarkably, the winner in 25% of them (10) has held a nine in his final hand – the most common starting card of them all for WSOP Main Event winners. An Ace occurred in 20% of the winning hands (8), the second most common hole card for WSOP winners. No other card in the deck exceeded the statistical average.



A HISTORICAL PERSPECTIVE OF THE WORLD SERIES OF POKER

The World Series of Poker (WSOP) began in 1970. 2010 marks the 40th anniversary of poker's longest running gaming event.

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 \$23,400
- 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.WSOP.com



AMATEURS WHO HAVE WON THE WSOP MAIN EVENT

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

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

The champion of the \$10,000 No-Limit Hold'em World Championship Main Event has been won by an amateur 15 times (a poker player who at the time of their win had supported themselves in a vocation other than poker) – and seven of the last eight years. In 40 years of Main Event champions, a professional has won 25 times or 62.5% of the time.

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

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



CELEBRITY PARTICIPANTS IN WORLD SERIES OF POKER

Ben Affleck
Casey Affleck
Jason Alexander
Louis Anderson
Hank Azaria
Paul Azinger
Charles Barkley
Milton Berle
Wilfred Brimley
Dr. Jerry Buss
Dean Cain
Jose Canseco
Cedric the Entertainer
Don Cheadle
Tony Curtis
Matt Damon
Shannon Elizabeth
Jordan Farmar
Larry Flynt
James Garner
Brad Garrett
Willie Garson
Forrest Griffin
Anthony Michael Hall
Anne Heche
Orel Hershisier
Cheryl Hines
Kelly Hu
Scott Ian
Gabe Kaplan
Ricki Lake
Lennox Lewis
Chuck Liddell
George Lopez

Tobey Maguire
Chris Masterson
Danny Masterson
Norm McDonald
Rocco Mediate
Nelly
Ed Norton
Mekhi Phifer
Lou Diamond Phillips
Laura Prepon
Joe Reitman
Jeremy Roenick
Richard Roeper
Mimi Rogers
Ray Romano
Adam Sandler
Telly Savalas
Shannon Sharpe
Sarah Silverman
Sam Simon
Jean Smart
Kenny Smith
Kevin Smith
Mena Suvari
Antonio Tarver
Jennifer Tilly
Donnie Wahlberg
David Wells
Hershel Walker
Shane Warne
Marlon Wayans
Montel Williams
James Woods
Steve Wynn

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JACK LINK'S BEEF JERKY HISTORY BACKGROUNDER

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

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

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

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

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

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

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

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

Media Credential Requirements for 2010 World Series of Poker®

The following rules constitute the media credential requirements for the 2010 World Series of Poker (the "Event") by Rio Properties, Inc., dba Rio® All-Suite Hotel & Casino ("Rio"). Please read each item carefully.

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

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

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

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

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

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

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

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

ELIGIBILITY

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

PHOTOGRAPHY

7. Credentialed photographers can use images only for editorial purposes and may provide photos only to the accredited organization listed on their approved credential application form. Any other use is strictly prohibited.
8. Photos posted on websites may be archived for 72 hours only from the specific event date. Following 72 hours, photos are deemed to no longer be for standard news usage and must be removed.
9. Flash photography is strictly prohibited inside the tournament room.
10. Once any tournament event gets overcrowded due to space constraints, photographer access inside the ropes will be restricted. (Photographs may be taken from outside the ropes.) Photo requests may be made at any time to any GreasieWheels staff member, the official photographer of the 2010 WSOP. Photographers are allowed at the ESPN final table only *after* the winner has completed contractual interviews and promotional obligations.
11. Credentials do not authorize photography (or video) outside the tournament area; accredited organizations are prohibited from capturing images of the Rio's casino, hotel, restaurants, and other areas, without the prior consent of the Rio. Contact Celena Haas, Director of Public Relations for the Rio at chaas@harrahs.com
12. Representatives of photo collection and merchandising houses are not eligible for media credentials.

VIDEO

13. Shooting of hand by hand play of any WSOP tournament is strictly prohibited.
14. All organizations are prohibited from streaming live video footage from the event.
15. No video cameras are permitted inside the tournament room without an escort from a member of the WSOP's media relations team. Escorted crews will be limited to 5 minutes per day to obtain b-roll footage; no player interviews permitted inside the tournament room.
16. The only exception to Rule #15 is during the bracelet ceremony held at 2:30 PM, where audio and video can be shot and winner interview can be obtained.
17. Video interviews may only be conducted in the dedicated "interview room" located in Palma Ballroom EF, in close proximity to the Amazon Ballroom. When picking up media credentials, video crews should identify their interest in shooting video at tournament, and WSOP media relations staff will show you the location. This is the *only* location where interviews are permitted.

TOURNAMENT ACCESS

18. Credentialed media may not in any way distract players during tournament action. This act is subject to immediate ejection. The only acceptable time to approach a player is during the breaks in action or when a player steps away from the table voluntarily.
19. Once any tournament event gets overcrowded due to space constraints, media access inside the ropes will be restricted. All media will be escorted outside the ropes and then tournament staff will rotate media in and out according to demand and capacity limits. Media must be escorted by event staff to be inside the ropes and failure to comply with staff requests will result in forfeiture of access.
20. The WSOP will release official chip counts for each event at the end of the day's play and those chip counts may be used in their entirety at that time or later. While an event is in progress, media organizations can only post Top 10 chip counts once per hour. Media organizations can post the entire order of the players only once the event has been completed and/or at the end of each day after the WSOP releases official results/updates.

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

ELECTRONIC DEVICES

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

SELF PROMOTION

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

TRADEMARKS

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

LIABILITY

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

ENFORCEMENT

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

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



Contacts:

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

Martine Larson
Carmichael Lynch Spong
(612) 375-8522
martine.larson@clynch.com

FOR IMMEDIATE RELEASE

May 2010

JACK LINK'S® BEEF JERKY PRODUCT AVAILABILITY*

Jack Link's products are available in more than 40 countries worldwide, including,

- Australia
- Austria
- Belgium
- Canada
- Denmark
- England
- Finland
- France
- Germany
- Guam
- Hong Kong
- Japan
- Korea
- Lithuania
- Luxembourg
- Netherlands
- New Zealand
- Norway
- Poland
- Puerto Rico
- Russia
- Samoa
- Singapore
- South Korea
- Spain
- Switzerland
- United Arab Emirates
- United States

** The nations included on this list are based on the international participants of past World Series of Poker Tournaments. It does not reflect the full distribution of Jack Link's products.*

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FOR IMMEDIATE RELEASE

May 2010

JACK LINK'S® BEEF JERKY PRODUCT BACKGROUNDER

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

Jerky

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

Tender Cuts

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

Nuggets

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

MATADOR

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

Sasquatch™ Big Stick

This larger-than-life meat snack stick measures in at a full 16 inches in length. With a direct connection to Jack Link's iconic Messin' With Sasquatch marketing campaign, teens and young adults will now find Sasquatch Big Sticks larger-than-life in stores nationwide. Flavors include Happy (mild) and Angry (original).

Steaks

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

Beef Sticks

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

X-Stick™ eXtreme Snack Sticks

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

X-Bites

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

Beef & Cheese

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

Jack Packs

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

Deli Cuts™ Sausage

Premium cuts of meat and the finest spices are hardwood smoked for a mellow, authentic, Old World sausage flavor. Conveniently packaged in ready-to-eat sausage Bites and Sticks, flavors include Original and Pepperoni. Jack Link's also offers Deli Cuts Summer Sausage in All Beef and Original (beef and pork) varieties, each available in 8 oz. or 12 oz.

Sausages

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

100-Calorie Beef Jerky

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

Jack Link's Multi-packs

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

Jack Link's Smokehouse

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

Smart Snack Designation

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

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**NEVADA CANCER INSTITUTE – OFFICIAL COMMUNITY RELATIONS PARTNER
OF THE WORLD SERIES OF POKER**



NEVADA CANCER INSTITUTE

BRINGING RESEARCH, TREATMENT AND EDUCATION TOGETHER

Discovery
Compassion
Integrity
Stewardship
Excellence
Collaboration



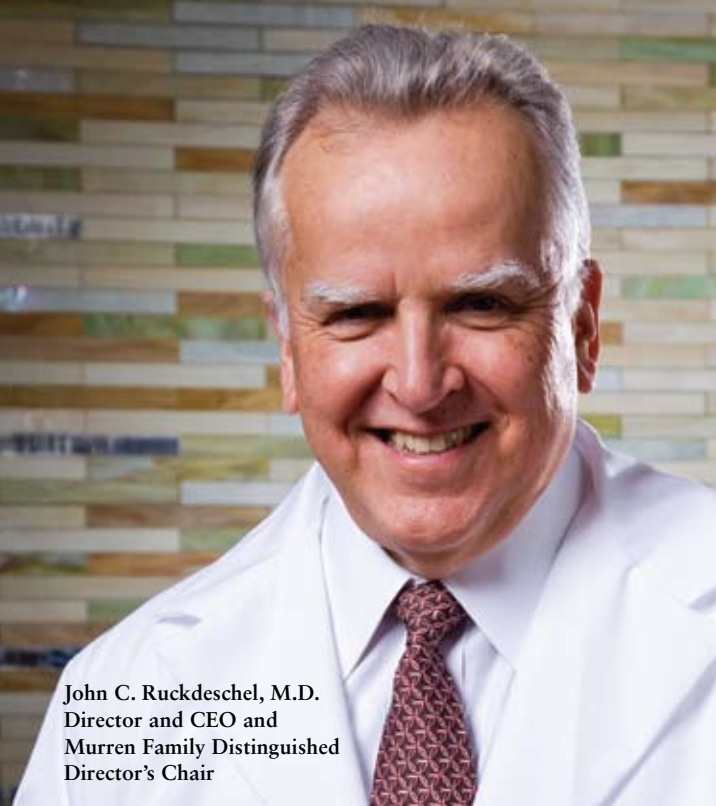
Nevada Cancer
INSTITUTE
Research · Treatment · Education



Nevada Cancer Institute is redefining the future of cancer care in the state of Nevada. Our interdisciplinary teams review each patient's care in a prospective manner, unlike any other institution in the state. Our scientific breakthroughs will result in more effective treatments for people with cancer. Our work will shorten the time from initial discovery to new treatment—conducting innovative basic and translational research, while conducting excellent clinical care.

We are entering a new phase of our development as we position ourselves to become the first and only National Cancer Institute-designated Comprehensive Cancer Center in Nevada.

At Nevada Cancer Institute, fighting cancer is what we do—all day, every day. Nevada Cancer Institute is the only academic medical center in Nevada exclusively focused on cancer. By making cancer our singular mission, we can offer highly specialized expertise in research, treatment and prevention not available anywhere else in the state.



John C. Ruckdeschel, M.D.
Director and CEO and
Murren Family Distinguished
Director's Chair

Our Programs

Building on our current research and clinical strengths, our strategic plan focuses on investing in and growing our existing clinical teams and research areas:

Research

- Drug Development Program
- Experimental Therapeutics
- Biomarkers and Genetics Program
- Population Science

Interdisciplinary Clinical Teams

- Thoracic Oncology (Lung Cancer, Mesothelioma)
- Genitourinary Oncology (Prostate, Testis, Bladder, Kidney)
- Malignant Hematology (Leukemia, Lymphoma and Myeloma)
- Breast Cancer
- Melanoma

Our Campus

Nevada Cancer Institute's (NVCi) growing campus is located in the southwest part of the valley and includes a comprehensive campus dedicated to research and patient care.

Facilities

- Outpatient treatment and care facility includes medical and radiation oncology, diagnostic imaging and a Survivorship Clinic.

- The Ralph and Betty Engelstad Cancer Research Building. At almost 200,000 square feet, it is the single largest dedicated research facility in the state.
- Our Support Services Building, with staff and administrative offices, will soon house clinical faculty offices and a center devoted to early detection and management of the high-risk patient and family.
- Nevada Cancer Institute at University Medical Center is expected to open in 2010.

Institute Distinctions

- America's Top Doctors—NVCi oncologists are consistently ranked among the top cancer providers on this peer-reviewed list.
- NVCi is proud to conduct first-in-human clinical trials, offering therapies not otherwise available in Nevada.
- NVCi is extending its services to more patients in the region and will soon open a treatment center at University Medical Center to provide outpatient oncology and malignant hematology, as well as radiation oncology services.
- NVCi has partnered with Saint Mary's Center for Cancer in Reno to expand clinical, research and educational opportunities for cancer providers, patients, caregivers and families in northern Nevada.
- On average, NVCi receives 56 sponsored research grants and contracts each year. Our average annual total amount of research dollars awarded is more than \$11.5 million.
- NVCi is accredited by The Joint Commission. The Commission's report found no "Requirement for Improvement," or in other words, a perfect score.

Excellence in Patient Care

- NVCi provides patients with unparalleled diagnostic, treatment and supportive care services.
- The Institute integrates the work of our scientists and clinical staff to advance our understanding of cancer and offer the best care to patients.
- We offer an interdisciplinary team approach to oncology care to discuss a unique course of treatment for each patient.
- NVCi offers a full spectrum of outpatient breast cancer services—from digital mammography and stereotactic biopsies to the latest therapies and a Survivorship Clinic—all under one roof.



- The Institute's prostate program consists of many treatment options, including the latest in clinical trials and brachytherapy.
- Radiation Oncology uses TomoTherapy® Hi-Art® to treat malignancies such as prostate, lung, brain and breast cancer.
- Diagnostic Imaging is a fully digital department equipped with a full array of machinery including a PET/CT scanner, state-of-the-art MRI capabilities, x-ray technology, nuclear medicine and digital mammography utilizing computer-aided detection.

- NVCI's mobile digital mammography van—the Hope Coach—offers breast cancer screenings to Nevadans, bringing mammography services directly to them.

Clinical Trials

- As a result of NVCI's clinical trials program, patients often have access to the latest lifesaving medical advances years before they become widely available.
- NVCI offers the only multidisciplinary, investigator-initiated Phase I clinical trial program for oncology in Nevada with all parts of the treatment conducted on NVCI's campus.
- In addition to NVCI-initiated clinical trials, the Institute is proud to participate in trials sponsored by the National Cancer Institute through the Southwest Oncology Group.

Patient Support

- Quality of life services include a registered dietician, medical social worker, financial counselor, exercise and yoga classes.
- The Sunflower Café offers nutritious and healthy dining for cancer patients and their families.
- Illuminations Boutique features specialty products designed especially for cancer patients and one-on-one consultations for various needs, including prosthesis fittings.
- The Information & Resource Center offers a variety of books, DVDs, CDs, handouts and online access for learning more about cancer.
- The Patient Cares Fund is a program developed to help cancer patients with nonmedical expenses when all other avenues have been exhausted.



Excellence in Research

- Close interaction among various NVCI programs and departments, and the collaborative environment of the Institute, are critical in identifying new targets and developing new molecules to shorten the process of drug development. NVCI scientists and physicians work together to solve key cancer problems.
- The Drug Development Program represents the translational research component of NVCI. This program currently includes Clinical-preclinical Pharmacology, Experimental Therapeutics, Research Imaging and the Inter-departmental Phase I Program. Among the research conducted at NVCI is the mapping of cell activity to see how a drug molecule will interact with a target protein—work that will allow researchers to create new therapies or make improvements to existing therapies.
- The research objective of the Biomarkers and Genetics Program is to develop better methods to diagnose early-stage cancer, establish better tools to monitor disease progression, identify new biological targets for drug intervention and reduce the side effects of radiation and chemotherapy. Among the research conducted at NVCI is the reprogramming of stem cells to better target cancer treatments and studying the development of myelodysplastic syndromes and acute myeloid leukemia that will eventually lead to new inhibitors and treatment for these diseases.
- Additionally, NVCI scientists have identified a type of non-embryonic stem cell therapy. Cancer applications with this therapy would make treatments more efficacious, such as replacement of bone marrow by using a person's own skin cells to create new bone marrow.
- Core research services/resources being developed at NVCI include immunohistochemistry, a biosample repository, flow cytometry/cell sorting, circulating tumor cell analysis, laser capture microdissection, mass spectrometry, cell and tissue imaging, pharmacology, clinical trials support office and biostatistics.

Excellence in Medical Education

- NVCI's faculty works to train the next generation of oncologists and scientists through a comprehensive affiliation with the Nevada System of Higher Education and, in particular, the University of Nevada School of Medicine.



- The Institute's first fellowship program with the University of Nevada School of Medicine is in Medical Oncology, which will take its first trainees in 2010.
- Robust continuing medical education lectures and conferences are held at NVCI, and statewide, on a variety of cancer issues.
- The Institute's educational offerings extend beyond medical education through seminars, literature and public events, where issues are addressed that profoundly affect patients, their family and other members of the community.

The Future

NVCI will continue toward its goal to obtain the prestigious National Cancer Institute designation as a Comprehensive Cancer Center, becoming the first and only institute in Nevada with this designation. We will continue our long-term mission to reduce the burden of cancer by continuing to set the bar high—demanding excellence in patient care, research and education. Although we have accomplished a lot in a few years, our work is far from finished.



Nevada Cancer INSTITUTE

Research Treatment Education

Research & Patient Care Center

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www.NevadaCancerInstitute.org



Facts, statistics and figures cited in this brochure were obtained from the respective NVCI departments and are current as of January 2010, unless otherwise noted.

NVCI is a nonprofit organization with a 501(c)(3) designation. Contributions are tax deductible as provided by law.

MAP – RIO CONVENTION CENTER FOR 2010 WSOP

