



## World Series of Poker Europe® to Kick Off with FREE MILLION DOLLAR GAME

### Online Qualification is now underway

Monday, April 20, 2009 -- The **World Series of Poker Europe®** presented by **Betfair** is to kick off with a unique online global event this year – The **FREE MILLION DOLLAR GAME**.  
[www.freemilliondollargame.com](http://www.freemilliondollargame.com)

Qualification for this event is **FREE** and has already started on Betfair Poker. All players are invited to challenge for this amazing opportunity to represent their region at WSOP Europe. The 18 online finalists will travel to London in September to meet face-to-face and battle it out live. One lucky player will leave a **millionaire after finishing the event in a live tournament at the Casino at the Empire**.

The **FREE MILLION DOLLAR GAME** runs for 18 weeks with daily free rolls for 15 different regions\*. The top 18 in each Daily Regional Freeroll will win a seat in a Weekly Regional Qualifier with the winner of the Weekly Regional Qualifier moving on to a Live Regional Final. Each winner in the Live Regional Final will represent his/her region at the WSOP Europe **FREE MILLION DOLLAR GAME** to be contested on the 17<sup>th</sup> of September live in London at the start of WSOP Europe. The Player who wins this one will go home with \$1 million U.S. dollars!

“This tournament is truly unique in the poker world and adds more value than ever before to a global audience,” commented Bruce Stubbs, Head of Betfair Poker. “This event is a great way to kick off the WSOP Europe and means someone will walk away a millionaire on the very first day!”

This amazing tournament will start the WSOP Europe event which runs from the 17<sup>th</sup> September to 1<sup>st</sup> October at the Casino at the Empire in the heart of London.

“Creating an event combining the online and offline poker worlds is sure to create even more excitement for WSOP Europe,” said WSOP Director of Marketing Ty Stewart. “In the inaugural WSOP Europe, Annette Obrestad had her coming out party and this new FREE MILLION DOLLAR GAME format should allow us to identify the next up and coming star in Europe.”

The complete bracelet event schedule is as follows:

#### **Friday, Sept. 18, 2009**

Event #1 - £1,000 + £60 – *No-Limit Hold'em* Day 1A (3-day event/2 start days)

#### **Saturday, Sept. 19, 2009**

Event #1 - £1,000 + £60 – *No-Limit Hold'em* Day 1B

#### **Monday, Sept. 21, 2009**

Event #2 - £2,500 + £150 – *Pot Limit Hold'em/Pot-Limit Omaha* (3-day event)

**Wednesday, Sept. 23, 2009**

Event #3 - £5,000 + £250 – *Pot Limit Omaha* (3-day event)

**Saturday, Sept. 26, 2009**

Event #4 - £10,000 + £350 – *World Championship No-Limit Hold'em Day 1A*  
(5-day event/2 start days) “Main Event”

**Sunday, Sept. 27, 2009**

Event #4 - £10,000 + £350 – *World Championship No-Limit Hold'em Day 1B* “Main Event”

All the above tournaments will be sanctioned gold bracelet events.

**Contact:** Richard Bloch, Betfair.com, [Richard.Bloch@betfair.com](mailto:Richard.Bloch@betfair.com) or +44 75250 38839  
Seth Palansky, WSOP, (702) 407-6344 or [spalansky@harrahs.com](mailto:spalansky@harrahs.com)

- end -

\* THE FREE MILLION DOLLAR GAME Regions:

- 1) United Kingdom
- 2) Ireland
- 3) France /Belgium
- 4) Spain / Portugal
- 5) Italy
- 6) Germany / Austria / Switzerland
- 7) Greece / Cyprus
- 8) Eastern Europe including:  
Bulgaria /Czech Rep./Romania  
Poland /Hungary /Ukraine  
Slovakia /Croatia /Slovenia
- 9) Russia
- 10) Sweden
- 11) Finland
- 12) Norway
- 13) Denmark
- 14) Canada
- 15) Rest of World (ROW)

Notes to Editors:

**ABOUT WSOPE**

Launched in 2007, the WSOPE is the first tournament extension of the world's richest and most prestigious gaming event. WSOPE is held in London, England annually at London Clubs International's (LCI) Casino at the Empire and awards the same coveted gold bracelets that the WSOP awards annually in Las Vegas. In its first two years, WSOPE has awarded seven gold bracelets, the first bracelets ever awarded outside the United States, of which six different nations have claimed. A total of 1,740 entrants have competed for £9,997,500 in prize money. Please visit [www.wsop.com](http://www.wsop.com) for more information.

**ABOUT BETFAIR**

Betfair is the world's biggest online betting community and pioneered the first successful betting exchange in 2000. Driven by cutting-edge technology, Betfair enables customers to choose their own odds and bet even after the event has started. The company now processes over 6 million transactions a day from its 2 million registered customers. In addition to sports betting, Betfair offers a portfolio of innovative products including casino, exchange games and poker. Betfair has twice been named the UK's 'Company of the Year' by the Confederation of British Industry and remains one of the only betting companies to win a Queen's Award for Enterprise, being recognized for Innovation in 2003 and most recently for International Trade in 2008. Betfair currently employs over 1,350 people, principally in London, Malta and Tasmania. The company is a licensed betting operator in the UK, and holds licenses in Australia, Germany, Austria, Italy and Malta. Betfair.com has since established a significant gaming portfolio based in Malta and is the proud sponsor of the World Series of Poker Europe. For more information, visit [www.betfairpoker.com](http://www.betfairpoker.com)