

World Poker Tour Venice, powered by bwin

Press briefing

April 2009

The logo for bwin, featuring the word "bwin" in a bold, white, lowercase sans-serif font. The letter "i" has a yellow dot above it. The logo is positioned in the bottom right corner of the slide and is reflected on a dark, glossy surface below it.

bwin

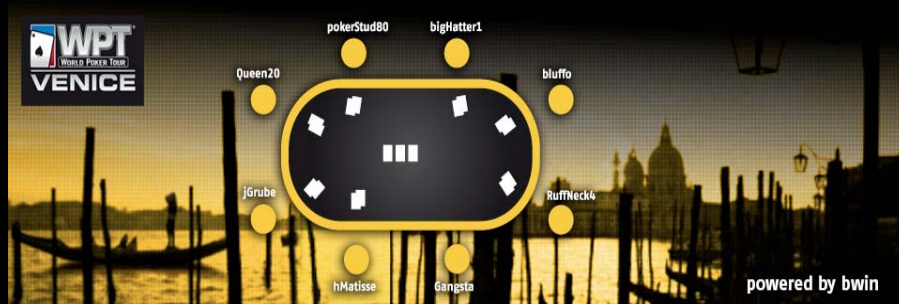
WPT Venice: bwin brings the "F1 of poker" to Italy

"We are delighted to be working with WPT Enterprises on this spectacular tournament, which brings the World Poker Tour to Europe. It combines the excitement and interactivity that only bwin can offer – people will be able to bet on the players of the final table." (Manfred Bodner, Co-CEO of bwin)

"We're thrilled to launch our first ever brick-and-mortar WPT tournament offering in Italy. bwin is a strong partner with the right market position. We look forward to working with them to bring this event and the WPT brand to poker players in Italy and Europe." (Steve Lipscomb, WPT Founder, President and CEO)

WPT Venice: key dates

Location	Casino Di Venezia, Venice Italy
Launch party	May 5th (7pm for members of the press)
WPT Tournament starts	May 6th
bwin party	May 9th
WPT Tournament final	May 10th



WPT Venice: key facts

Location: Casino Di Venezia

- **Main event**

Dates: May 6th to May 10th

Buy-in: €4000+ €400

Players: up to 450

Prizes:

- official WPT Champion bracelet
- official WPT Champion title
- seat at WPT World Championship 2010 in Las Vegas (worth over \$25,000)
- cash prizes (guaranteed prize pool of \$1 million)

- **Side events**

May 9th: Side event 1 (€1000+ €100)

May 10th: Side event 2 (€300+ €30)

- **Cash games**

available throughout the Tournament

WPT Venice: press events

- **Welcome Party**

Date: May 5th (7pm for members of the press)

Location: Gardens of Casino di Venezia

Journalists will receive a behind-the-scenes look - including the spectacular Casino location, bwin's cutting-edge technology and access to players, who will be joining the party at 8pm, for interviews

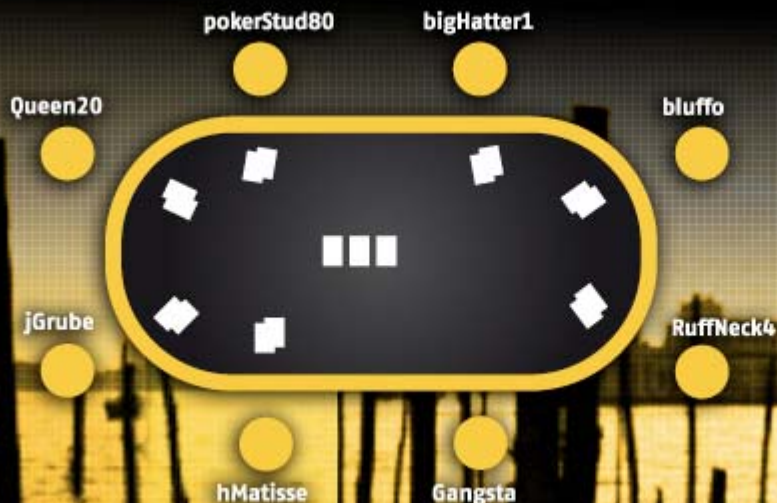
- **bwin Party**

Date: May 9th

Location: Venice

bwin players and invited guests will be celebrating in bwin-style

WPT Venice: about bwin



powered by bwin

- bwin technology and information services
- bwin live updates: www.bwinpokerblog.com, www.bwinpokerblog.it
- bwin press support (press room, wifi, video camera & interview booth)
- WPT Venice website: www.wptvenice.com
- bwin events for press & players
- bwin hospitality

WPT Venice: about WPT

- World Poker Tour (WPT) Enterprises founded in 2001
- WPT is the world's most famous brand for high quality poker tournaments in prestigious locations
- Now concluding its seventh season on air, WPT has been licensed for broadcast in over 165 countries and territories, crowned over 100 WPT Poker-Made Millionaires, and awarded over \$400 million in prize money
- WPT Venice is the World Poker Tour's first event in Italy



WPT Venice: about Casino di Venezia

- Host of the first-ever WPT tournament in Italy
- More than 25 poker tables installed for the event, along with press areas and catering
- Casino di Venezia, situated in the Ca' Vendramin Calergi Renaissance palace, is the oldest casino in the world

