

World Poker Tour Offers First Italian Event: WPT Venice, Powered by bwin

Vienna, March 9 -- Bringing the coveted World Poker Tour® to the beautiful city of Venice, WPT Enterprises and bwin have partnered to create the first ever WPT tournament in Italy: WPT Venice™, Powered by bwin. The tournament will combine the legacy and fierce competitiveness of the World Poker Tour and the stunning Casino di Venezia, situated right on the east bank of the Grand Canal. The main event is scheduled to take place May 6 through May 10. The event, final table and crowning of the first WPT Venice Champion will be filmed for broadcast via Web-TV on www.bwin.com.

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

"Partnering with the World Poker Tour illustrates our dedication to establishing bwin as the premier gaming destination for poker players eager to live the dream of participating in multi-million brick and mortar poker tournaments. Location was also very important to us, and Casino di Venezia is truly a location worthy of the players, the poker media as well as the bwin and WPT brands."

"We are delighted to be working with WPT on this spectacular tournament. This event will bring together the excitement and interactivity that only bwin can offer – people will be able to bet on the players of the final table while watching the action on their screen." added Manfred Bodner, Co-CEO of bwin.

The main event will feature a buy-in of €4,000+400. In addition to world-class player hospitality, there will be cash games and side events available throughout the tournament. The winner will receive an official WPT Venice™ bracelet as well and a \$25,000 seat in the 2010 World Poker Tour Championship.

To read more about the event, please visit www.wptvenice.com <<http://www.wptvenice.com/>>

Media representatives and bloggers interested in covering the event are invited to contact media@wptvenice.com <<mailto:media@wptvenice.com>>.

About WPT Enterprises Inc.

WPT Enterprises, Inc. is one of the most recognized names in internationally televised gaming and entertainment with brand presence in land-based tournaments, television, online and mobile. WPTE has led innovation in the sport of poker since 2002, when it ignited the global poker boom with the creation of the World Poker Tour television show. Based on a series of high stakes poker tournaments, WPT is now broadcast globally and premiered its all-new seventh season on Fox Sports Net's national sports network in the United States in January 2009. WPTE also offers a unique online subscription and sweepstakes-based poker club, ClubWPT.com, which operates in 38 states across the U.S. Additionally, WPTE has a multi-media company based in Beijing specializing in television production, and online and mobile games supporting the WPT China National Traktor Poker Tour™. WPTE has a 10-year exclusive partnership with the China Leisure Sports Administrative Center to market and build the sport of poker in China. WPTE also participates in strategic brand license, partnership and sponsorship opportunities. For more information, see www.worldpokertour.com. WPTEG

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