



FOR IMMEDIATE RELEASE

Contact:

Lyndsay LaGree/WPTE: 323.330.9876

llagree@worldpokertour.com

WORLD POKER TOUR® TO HOST BOOTH FOR FIRST TIME AT GAMING LIFE EXPO

WPT to Promote GSN and New Tour Stops; Hold Autograph Signings with New Hosts and WPT Boot Camp Instructors

LOS ANGELES – July 2, 2007 – For the first time ever, the World Poker Tour® (WPT) will host a booth at The Rio All-Suite Hotel & Casino's Gaming Life Expo (GLE), a gaming-themed consumer trade show featuring the latest men's lifestyle and gaming products. Attendees are encouraged to visit and take photos in the WPT booth, which replicates the final table set where over 70 WPT Poker-Made Millionaires™ have been crowned, nearly \$300 million in prize money has been awarded, and over five years of poker history has been made.

Over the four-day expo, which attracts over 100 companies and 100,000 attendees, WPT will promote a variety of new offerings. WPT will educate consumers on the move to its new network home—GSN, The Network for Games—where WPT will begin airing in early 2008 as part of the network's Monday night casino lineup. WPT will also highlight its new Season VI tour stops at the Beau Rivage in Biloxi, Miss., Casino Barcelona in Spain, and Turks & Caicos Club Med in the Caribbean.

Additionally, WPT will introduce its new Season VI hosts, Layla Kayleigh and Kimberly Lansing, and host appearances for autograph sessions throughout the event, as well as top pros and WPT Boot Camp™ instructors. A schedule of appearances is below:

July 5th	Noon – 1:00pm	Clonie Gowen
	2:00pm – 3:00pm	Tom McEvoy
	3:00pm – 4:00pm	Vanessa Rousso & Chad Brown
	4:00pm – 5:00pm	Lyle Berman
July 6th	11:00am – 4:00pm	Layla Kayleigh (WPT Hostess)
	1:00pm – 2:00pm	Mark Seif
	3:00pm – 4:00pm	Antonio Esfandiari, Jennifer Tilly & Phil Laak
	4:00pm – 5:00pm	Kathy Liebert
July 7th	1:00pm – 2:00pm	TJ Cloutier

	2:00pm – 3:00pm	Mike Sexton (WPT Commentator)
	3:00pm – 4:00pm	Jill Spaulding
July 8th	11:00am – 4:00pm	Kimberly Lansing (WPT Live Updates Commentator)
	11:00am – Noon	Antonio Esfandiari
	Noon – 1:00pm	Linda Johnson & Jan Fisher
	3:30pm – 4:30pm	Gavin Smith

Celebrating its third annual event, GLE has named its 2007 event “The Gaming Life Expo - Girls, Games, and Gear” to reflect its expansion to a men’s lifestyle theme. The event will be held from 11:00am to 6:00pm PT in the Rio Pavilion in Las Vegas, Thursday, July 5th through Sunday, July 8th. WPT’s booth # is 511.

Season V currently airs every Wednesday night on the Travel Channel at 9PM Eastern/Pacific. Visit www.worldpokertour.com for the most up-to-date information and tournament schedule.

About WPTE

WPT Enterprises, Inc. (Nasdaq: WPTE) is a company engaged in the creation of internationally branded entertainment and consumer products driven by the development, production, and marketing of televised programming based on gaming themes. WPTE is the creator of the World Poker Tour®, a television show based on a series of high-stakes poker tournaments that airs on the Travel Channel in the United States and is scheduled to begin broadcasting on GSN in early 2008. WPT is licensed for broadcast globally. WPTE also offers real-money online gaming on its website, www.worldpokertour.com, which prohibits wagers from players in the U.S. and certain other restricted territories. WPTE currently licenses its brand to companies in the business of poker equipment and instruction, apparel, publishing, electronic and wireless entertainment, DVD/home entertainment, casino games, and giftware. The company is also engaged in the sale of corporate sponsorships. For show information, tools for improving poker play, and other WPT news, fans may log on to www.worldpokertour.com. WPTE is a majority-owned subsidiary of Lakes Entertainment, Inc. (Nasdaq: LACO). Photos and media information can be found online at: www.worldpokertour.com/media

WPTEG

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made or to be made by WPT Enterprises, Inc.) contains statements that are forward-looking, such as statements relating to the expansion of WPTE's brand licensing, the development of new television and film projects, the development of WPTE corporate sponsors and other business development activities, as well as statements regarding other capital spending, financing sources and the effects of competition. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such results may differ from those expressed in any forward-looking statements made by or on behalf of WPTE. These risks and uncertainties include, but are not limited to, WPTE's significant dependence on the Travel Channel as a current source of revenue and GSN as a future source of revenue, and the risk that GSN will not exercise its options to air season of the WPT series beyond Season VI; difficulty of predicting the growth of our online gaming business, which is a relatively new industry with an increasing number of market entrants; reliance on the efforts of CryptoLogic to develop and maintain the online gaming website in compliance with WPTE's business model and applicable gaming laws; the potential that our television programming will fail to maintain a sufficient audience; the risk that competitors with greater financial resources or marketplace presence might develop television programming that would directly compete with WPTE's television programming; the risk that WPTE may not be able to protect its entertainment concepts, current and future brands and other intellectual property rights; risks associated with future expansion into new or complementary businesses; the termination or impairment of WPTE's relationships with key licensing and strategic partners; and WPTE's dependence on its senior management team. For more information, review WPTE's filings with the Securities and Exchange Commission.

