



## **Card Player Media and World Poker Tour® Ink Exclusive Agreement for WPT Tournament Coverage**

*WPT and Card Player Media will Team Up to Provide Comprehensive Coverage of all WPT Season VI Events*

**Las Vegas, August 8, 2007:** Card Player Media and WPT Enterprises (Nasdaq: WPTE) today announced that Card Player Media has been named the official partner of the World Poker Tour® (WPT) for exclusive, live tournament reporting.

As part of the deal, *Card Player* receives exclusive tournament reporting rights and will join forces with WPT's Live Updates team. Together, WPT and *Card Player* will provide the industry's most comprehensive tournament coverage available at [www.worldpokertour.com](http://www.worldpokertour.com) and [www.cardplayer.com](http://www.cardplayer.com). The exclusive coverage will include the only full, up-to-the-minute chip counts available and in-depth hand-by-hand coverage of all regular Season VI WPT tournaments. WPT will distribute the summarized information to other media sites via hourly news feeds after the first hour of coverage.

Card Player Media, which has provided extensive poker tournament coverage since 1988, will also continue to offer full multimedia interviews, photos and expert analysis at its website, [cardplayer.com](http://cardplayer.com). WPT will also continue to provide player interviews with host Kimberly Lansing, tournament photos, hand analysis, stats, WPT news, and more on the WPT Live Updates site at [worldpokertour.com](http://worldpokertour.com).

“We are thrilled to be joining forces with the *WPT* in providing the most complete poker tournament coverage available,” stated Barry Shulman, Card Player Media CEO. “With this deal, two of the largest and most respected poker organizations will be working together to expand coverage from the world's biggest tournaments.”

“As the WPT continues to grow and reach new territories around the globe, we wanted to further develop our Live Updates online reporting capabilities so we can continue delivering the most robust tournament news and information to our fans,” said Steve Lipscomb, WPTE President, Founder and CEO. “An ideal partner, *Card Player* is a respected, established name with a rich history in the poker industry. We are very excited to launch this strategic agreement with them.”

### **About Card Player Media:**

Card Player Media is the leading media resource for poker enthusiasts of every level, interest, and ability. The company is the publisher of *Card Player* magazine, the world's largest and the oldest poker publication, and *Card Player Europe*. *Card Player* magazine, published bi-weekly since 1988, is the only poker publication to be audited by the Audit Bureau of Circulation. Card Player Media also owns and operates the leading poker information portal on the Internet, [www.cardplayer.com](http://www.cardplayer.com). The site provides visitors with live tournament reporting, multimedia content, up-to-the-minute poker news, a comprehensive backlog of its magazine content and free applications to improve one's game. Card Player TV, an innovative multimedia suite that provides poker fans with daily programming, was added in 2007 to further enhance Card Player Media's content offerings.

### **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](http://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](http://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](http://www.worldpokertour.com/media)

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