

W I L D H O R S E R E S O R T C A S I N O

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For Immediate Release

Wildhorse Resort & Casino to Host Northwest's Largest Poker Tourney

Pendleton, OR - Wildhorse Resort & Casino will again host the largest poker tournament in the Pacific Northwest November 2-12 when it welcomes players to its Fall Poker Round-Up. The guaranteed prize money is up to \$837,450, a 40% increase over last fall's \$602,000 guarantee and the All-Around Champion will win a trip to St. Maarten Island in the Caribbean to play in a televised poker tournament with a \$5,000 buy-in. The actual purse last fall, when all the chips had fallen, was \$786,870.

At a time when poker has become popular TV fare, thanks to televised big money events such as the World Series of Poker and the World Poker Tour, Wildhorse has focused on the game, significantly increasing the guarantee with each of its semi-annual Poker Round-Ups. Over the 11 days of this past spring's tournament Wildhorse paid out over \$1 million to 425 of the 4,125 players. Only 3-1/2 years ago, in what was then an annual event, the total payout was \$102,400.

Players can sign up for specially priced hotel rooms by calling 1-800-654-9453 or 541-966-1549. Full details are available at www.wildhorseresort.com.

Each day's poker play, which will last 12 hours or more, represents a single tournament, with a different type of poker each day. Saturday's final tournament of No-limit Texas Hold 'Em will have a guarantee of \$228,000 for the lucky winners. Entry fees are \$10, with buy-ins ranging from \$150 to \$500 for the final day. Players who participate in all of the daily events are eligible for the Caribbean trip prize.

Players also receive free refreshments and a gourmet buffet dinner each day. Wildhorse is also staging a golf tournament for the players on Tues. Nov. 8.

Vince Burgio, well-known poker columnist for Card Player magazine, will again co-host the Wildhorse Poker Round-Up.

Since its kickoff in March, 2003, the WPT has put the lie to the belief that watching poker would be a little like watching the grass grow. The Travel Channel, which airs WPT events, reports 3 million to 5 million viewers per weekly episode, making it the most popular show on the channel. Other networks have copied the success. Fox Sports Net, ESPN and Bravo have all produced poker shows with their own variations, such as bringing in celebrity players, a move the WPT has also made.

Wildhorse's Poker Round-Up has recently attracted celebrities in the poker-playing world, including Clonie Gowen, the WPT's women's champion, Tom McEvoy, the Las Vegas-based author of several books on playing poker, and Burgio. The growing reputation of the event is attracting players from throughout the western U.S.