

# PartyPoker.net Renews Product-Placement Pact With World Series Of Poker® In Las Vegas

Las Vegas – Harrah's License Company LLC, an affiliate of Harrah's Entertainment, Inc., announced that PartyPoker.net, the world's largest poker school and free-to-play educational poker website, has renewed its product-placement agreement for the 38th annual World Series of Poker Presented by Milwaukee's Best Light.

As part of the agreement, PartyPoker.net will be integrated into several facets of the WSOP for the second year running, including its logo appearing on all poker tables during the event. Financial terms of the deal are not being disclosed.

„We're pleased to announce that PartyPoker.net has renewed its product-placement deal," said WSOP Commissioner Jeffrey Pollack. „It is one of a fantastic group of commercial companies we welcome back to the team."

With a total gross prize pool of more than \$ 171 million and in excess of 48,000 player registrations, the 2006 World Series of Poker presented by Milwaukee's Best Light shattered every participation and prize money record for a live poker event. The top prize for the \$ 10,000 buy-in No-Limit Texas Hold'em World Championship, commonly referred to as the Main Event, reached \$ 12 million.

For the third straight year, the Rio All-Suite Hotel & Casino® in Las Vegas will host the WSOP, as well as the annual Gaming Life Expo July 5-8. A free consumer show featuring exhibitors from around the globe, the 2007 World Series of Poker Gaming Life Expo will showcase a broad array of gaming and poker

products, memorabilia, books and clothing. In 2006, more than 100,000 people visited the Expo.

PartyPoker.net is the world's largest poker school and free-to-play educational poker website. For more information see [www.partypoker.net](http://www.partypoker.net).

The 2007 World Series of Poker Presented by Milwaukee's Best Light will begin June 1 at the Rio. More information on the tournament is available at [www.worldseriesofpoker.com](http://www.worldseriesofpoker.com).

The WSOP is operated by a subsidiary of Harrah's Entertainment, Inc.. Harrah's is the world's largest provider of branded casino entertainment through its operating subsidiaries. Since its beginning in Reno, Nevada, nearly 70 years ago, Harrah's has grown through development of new properties, expansions and acquisitions, and now owns or manages casinos on four continents. The company's properties operate primarily under the Harrah's®, Caesars® and Horseshoe® brand names; Harrah's also owns the London Clubs International family of casinos. Harrah's Entertainment is focused on building loyalty and value with its customers through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership.