

AUSSIE MILLIONS POKER CHAMPIONSHIP

MEDIA RELEASE

POKER. CROWN'S BIG DEAL!

Crown's Aussie Millions Poker Championship - 14-31 January 2010

Melbourne, Australia. 30 November 2009. Crown's hugely popular 'Aussie Millions Poker Championship' with an expanded schedule of 20 events, will see the world's poker elite tangle with online qualifiers, cashed-up locals and the odd celebrity over a period of 18 days starting on Thursday 14 January 2010.

"Crown is announcing an expected first prize of \$2.5 million for the 'Main Event' which will further entrench Crown's Aussie Millions Poker Championship as one of the most prestigious poker tournaments in the world and gives it the status it deserves on Melbourne's major events program. Crown's Aussie Millions is now sharing the limelight with some of Victoria's other major events including the Melbourne Cup at \$3.3 million, Australian Open at \$2 million, and the AFL Grand Final at \$1 million in prize money" said Crown's Chief Executive Officer Mr David Courtney.

Outside of the World Series of Poker, Crown's Aussie Millions is regarded by many as the best poker series in the world. The tournament takes place during the Aussie summer time making this one of the best times to visit Australia. During the Aussie Millions, the Australian Open Tennis Championship is also taking place, giving participants even more reasons to visit Melbourne.

Australia is well and truly swept up in the global poker frenzy, where punters, celebrities and pros are all captivated by the glitter of Crown's Aussie Millions' million dollar pot of gold and the attraction of the 2010 Aussie Millions Poker Championship is hard to resist, especially with a total prize pool of almost \$15 million.

"Huge growth in the number of overall participants is expected, reflecting the increasing popularity of the game locally and internationally with an estimated 2,500 individual entrants set to participate in the two and a half week series, including an estimated 1,000 for the 'Main Event'" said Mr Courtney.

More than 600 international players are expected to attend including players from the United States, England, Ireland, South Africa, Scandinavia, Canada, Israel, Estonia, Portugal and Russia.

"In January 2009, Crown's Aussie Millions generated approximately 8,000 room nights across Melbourne, including over 5,000 at Crown alone. The event was filmed and developed into a television series by US broadcasters Fox Sports Network for an international audience of over 100 million. With 143 members of the media (broadcast, print, radio & internet) accredited (43 international, 100 Australian) coverage of the event was extensive. 2010 will see the production be expanded into the US and introduction of the European market, that will further increase the audience and exposure of Melbourne and Crown." said Mr Courtney.

Making it all happen behind the scenes were over 6,200 members of staff, including 384 poker dealers, 62 Game Supervisors, 30 pit bosses and 20 operations staff, along with the 14.5 million hands of poker that have been dealt at Crown over the past ten years.

AUSSIE MILLIONS

POKER CHAMPIONSHIP

MEDIA RELEASE

Famous faces that hit the felt during the Aussie Millions in January included US actors Jennifer Tilly, Michael Vartan and Shannon Elizabeth along with Shane Warne, Brian McFadden, Ruby Rose, Grant Smilie, Michael Klim, Luke Hodge, and Christopher Chronis.

Winning the 'Main Event' at Crown's Aussie Millions makes instant stars and often instant millionaires out of those with a dream and the determination to outmanoeuvre and outlast the competition. Day 1 of the 'Main Event' will commence on Sunday 24 January 2010, and will be developed into a television series for national and international audiences.

In January 2009, an incredible field of 681 entrants competed in the 'Main Event' with a prize pool of \$6.81 million. Unknown player who's set to return in January to defend his title is, Stewart Scott hailing from Northern New South Wales, who walked away with a cool \$2 million for his efforts, the largest prize ever awarded in a live poker tournament in the Southern Hemisphere.

Legions of locals have been swept up in the Australian poker boom that was ignited when Melbournian and Crown ambassador Joe Hachem became the 2005 World Series of Poker Champion, scooping up a cool \$10 million in prize money for his efforts. However, players and around the world, have been in its grasp online in staggering numbers for years now. The sensation known as Texas Holdem has become a favourite over the past decade. Made-for-television tournaments, where concealed cameras reveal each player's cards to the viewer, have elevated the game to a spectacular sport and opened up a players-eye-view and its popularity has skyrocketed.

Ends.

For further media information please contact:

Natasha Stipanov
Media Relations Manager - Gaming
Crown Entertainment Complex
T. +61 3 9292 7317
M. +61 434 187 828
E. natashas@crownmelbourne.com.au

Ann Peacock
General Manager - Public Relations
Crown Entertainment Complex
T. +61 3 9292 7292
M. +61 412 334 614
E. annp@crownmelbourne.com.au

AUSSIE MILLIONS

POKER CHAMPIONSHIP

MEDIA RELEASE

ABOUT

Crown's Aussie Millions Poker Championship is the largest, richest and most prestigious gaming event in the Southern Hemisphere and is ranked fifth in the world. Featuring a comprehensive slate of tournaments in every major poker variation, the Aussie Millions is also poker's longest running tournament in the Southern Hemisphere, dating back to 1998.

In 2009, the event attracted more than 2,500 entrants from a cast of nations and awarded just under AUD\$18 million in prize money, as players competed for game's most coveted trophy, the Aussie Millions 'Main Event' Champion.

FACTS AND FIGURES

- The Aussie Millions is held each January at Crown Casino, in Melbourne Australia
- The Aussie Millions ranks as the fifth largest poker tournament in the world by player number
- The championship includes over 20 tournaments culminating in the AUD\$10,000 'Main Event'
- The 2010 Aussie Millions is expected to reach a prize pool of almost AUD\$15 million with an expected first prize of AUD\$2.5 million for the AUD\$10,000 'Main Event'
- Over 2,500 individual entrants will participate in the two week series of 20 tournaments
- More than 600 international visitors are expected to attend including players from the United States, England, Ireland, South Africa, Scandinavia, Canada, Israel, Estonia, Portugal and Russia
- Huge growth in the number of Australian participants is expected, reflecting the increasing popularity of the game locally
- The Aussie Millions generated approximately 8,000 room nights across Melbourne in January 2009, including over 5,000 at Crown alone
- The 2009 Aussie Millions held the largest, cash buy in tournament ever with a AUD\$100,500 event attracting 30 players
- The AUD\$10,000 No Limit Holdem 'Main Event' will be televised nationally and internationally
- It is expected that there will be almost 1000 individual players in the AUD\$10,000 'Main Event'

HISTORY

'The Crown Australasian Poker Championships' really became the first 'Aussie Millions Poker Championship' in 2003, when the event was increased to a AUD\$10,000 buy-in and reached AUD\$1 million in prize money. It was very well received and supported by both our local players and some well known international players as well. Since, has been re-branded to become known internationally as the 'Aussie Millions Poker Championship' and has become one of the major stops on the international circuit.

The first Aussie Millions was held in 1998 with a \$1,000 buy-in and \$74k prize pool and 10 international participants mainly from New Zealand. The tournament has grown to become a major event on the international poker tournament schedule.

GROWTH OF THE AUD\$10,000 NO LIMIT HOLDEM 'MAIN EVENT':

| Date | Entrants | 'Main Event' Buy-In | Prize Pool | 1 st Prize |
|------|----------|---------------------|----------------|-----------------------|
| 1998 | 74 | \$1,100 | \$81,400 | \$25,900 |
| 1999 | 109 | \$1,500 | \$163,500 | \$38,150 |
| 2000 | 109 | \$1,500 | \$163,500 | \$65,225 |
| 2001 | 101 | \$1,500 | \$151,500 | \$53,025 |
| 2002 | 66 | \$5,000 | \$330,000 | \$150,000 |
| 2003 | 122 | \$10,500 | \$1.22 million | \$394,870 |
| 2004 | 133 | \$10,500 | \$1.33 million | \$426,500 |
| 2005 | 263 | \$10,500 | \$2.63 million | \$1,000,000 |
| 2006 | 418 | \$10,500 | \$4.18 million | \$1.3 million |
| 2007 | 747 | \$10,500 | \$7.47 million | \$1.5 million |
| 2008 | 780 | \$10,500 | \$7.80 million | \$1.65 million |
| 2009 | 681 | \$10,500 | \$6.81 million | \$2 million |

CROWN ENTERTAINMENT COMPLEX

Covering 510,000 square metres (the equivalent of two city blocks), Melbourne's premier entertainment complex is recognised as one of the largest and most diverse in the Southern Hemisphere. Crown's integrated facilities feature Crown Casino, with 350 tables and 2500 gaming machines; Crown Towers, Crown Promenade and Crown Metropol (open mid-2010) hotels; the Palladium, which is Australia's largest ballroom; more than 50 restaurants and bars; an extensive collection of international designer boutiques, 14 cinemas, two nightclubs, a live entertainment theatre and Crown's Capital Golf Club, designed by British Open champion Peter Thomson. Built at a cost of \$2 billion in 1997, Crown is one of Victoria's leading tourism icons attracting over 16 million visitors each year, 12% from overseas, 20% from interstate.