

AUSSIE MILLIONS POKER CHAMPIONSHIP

MEDIA RELEASE

SERIOUS ABOUT POKER?

CROWN PRESENTS FIRST EVER POKER ACADEMY HOSTED BY DEUCESCRACKED.COM

Melbourne, Australia. Tuesday 22 December 2009. Crown Casino today announced a partnership with online training site DeucesCracked.com. A deal that will see poker seminars named 'The Aussie Millions Academy', hosted throughout the duration of the Aussie Millions Poker Championship.

The partnership will establish a strategic alliance which makes DeucesCracked.com Crown's first partner of this kind, and one of the most innovative programs to come out of the Aussie Millions since its inception in 1998.

"We're proud to be presenting The Aussie Millions Academy at Crown. The Aussie Millions is a tournament we have wanted to attend for a long time, and it has a great range of events. We've set up a series of seminars that reflects the tournament schedule and are bringing all our DeucesCracked specialists to make sure each topic is fully covered" says Jay Rosenkrantz, founder of DeucesCracked.com.

Rosenkrantz, along with fellow DeucesCracked instructors Brian Roberts, Emil Patel and Dani Stern are most recognizable for their recently aired reality Poker TV show, "Two Months, Two Million", where they pooled their money for one summer in Las Vegas with the goal of winning \$2 million in 2 months.

Seminars will take place at Crown, prior to play each day of the Aussie Millions, and will commence on Friday 15 January 2010 prior to the Opening Event (Day 1 - Flight 2).

Specially designed to prepare the attendee for the play ahead and uniquely tailored, The Aussie Millions Academy will cater to all the different aspects and variations of the game. From No Limit Holdem to H.O.R.S.E., Full Ring to 6 Max and Heads Up, every session is specifically catered around the individual tournaments on the Aussie Millions schedule.

"DeucesCracked team were chosen because they have a solid reputation for being an industry leader in uniquely tailored poker related courses, ensuring long-term opportunities at the poker tables for players, who are the ones who have invested in the Aussie Millions and ensure its longevity" said Jonno Pittcock, Crown's Director of Poker.

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 \$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.

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Each seminar is very affordably priced at \$250, and comprises an intensive 90 minute seminar and 30 minute Q&A with the team. The Main Event seminar is \$500 for 4 hours tutorial and there is a special offer of all-inclusive package for \$750, which equates to half price if you attend every seminar! The full schedule is as follows:

THE AUSSIE MILLIONS ACADEMY PRESENTED BY DEUCESCRACKED.COM

Friday 15 January	10am - 12pm	No Limit Holdem Seminar	\$250
	<i>12:30pm</i>	<i>Opening Event - No Limit Holdem Day 1 Flight 2</i>	<i>\$1,100 (\$1,000+\$100)</i>
Saturday 16 January	10am - 12pm	No Limit Holdem Seminar	\$250
	<i>12:30pm</i>	<i>Opening Event - No Limit Holdem Day 1 Flight 3 (Repechage)</i>	<i>\$1,100 (\$1,000+\$100)</i>
Thursday 21 January	10am - 12pm	H.O.R.S.E. Seminar	\$250
	<i>12:30pm</i>	<i>H.O.R.S.E. (2 Day Event)</i>	<i>\$1,100 (\$1,000+\$100)</i>
Saturday 23 January	10am - 2pm	Main Event Seminar	\$500
Tuesday 26 January	10am - 12pm	Heads Up Seminar	\$250
	<i>4:15pm</i>	<i>Australian Heads Up Championship - Field A (32 Players Max)</i>	<i>\$5,300 (\$5,000+\$300)</i>
Thursday 28 January	10am - 12pm	Pot Limit Omaha Seminar	\$250
	<i>12:45pm</i>	<i>Pot Limit Omaha</i>	<i>\$10,500 (\$10,000+\$500)</i>
Saturday 30 January	10am - 12pm	No Limit Holdem 6 Max Seminar	\$250
	<i>12:45pm</i>	<i>No Limit Holdem 6 Handed (2 Day Event)</i>	<i>\$2,200 (\$2,000+\$200)</i>

Ends.

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