

AUSSIE MILLIONS

POKER CHAMPIONSHIP

NEWS AND PICTORIAL ALERT

Royal Flush as Poker Royalty & Aussie Celebrities Descend on Crown for the Aussie Millions ‘Celebrity Poker Challenge’

TOMORROW - THURSDAY 21 JANUARY AT 4:00PM

Melbourne, Australia. Wednesday 20 January 2010. Crown will deal another royal flush tomorrow with the annual Aussie Millions ‘Celebrity Poker Challenge’ that will see the likes of Hollywood star **Jesse Metcalfe**, world poker champion **Joe Hachem**, spin king **Shane Warne**, the lead cast of **Jersey Boys**, actor **Kit Gurry**, AFL legends **Glenn Archer** and **Anthony Rocca**, along with **Grant Smilie** and **Zoe Badwi** battle it out for charity. World poker pro’s **Gus Hansen**, **Lee Nelson**, **Clonie Gowen** and defending Aussie Millions Champion **Stewart Scott**, and possibly tennis stars **Andy Roddick** and **Tommy Haas** will also put their best poker face.

Event:	2010 Aussie Millions ‘Celebrity Poker Challenge’	
Date:	TOMORROW - Thursday 21 January 2010	
Time:	4:00pm: ‘Learn to Play’ Session 4:30pm: Ann Peacock welcomes guests, introduces Jesse Metcalfe for Q&A 4:32pm: SHUFFLE UP & DEAL & Official Start of Event 4:33pm: Roving MC’s Glen Moriarty and Lauren Phillips begin commentary Please note, this event is expected to run for approx. 4-5 hours	
Location:	Crown Poker Room - High Limit Area	
Visuals:	Celebrity guests expected to take a seat and put on their best poker face on to battle it out for charity also include:	
	Anthony Pittorino	Grant Smilie
	Anthony Rocca	Gus Hansen
	Bernie Brookes	Gus Kennett
	Brett Ogle	Helen Razer
	Cameron Cloke	Jacob Luppino
	Campbell Brown	Jesse Metcalfe
	Chrissy Cauchi	Joe & Jeanie Hachem
	Darryn Lyons	Joey Scandizzo
	Emad Tahtouh	John Course
	Glen Archer	Kit Gurry
	Lauren Phillips	Lee Nelson
	Matt Welsh	Melissa & Matt Hetherington
	Mimi & Arthur Gallan	Nicholas Bolton
	Paul & Barbara Licuria	Russell Gilbert
	Tom Waterhouse	Travis Cloke

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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\$10 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 No Limit Holdem '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 No Limit Holdem '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 \$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 1,000 individual players in the \$10,000 Buy-In No Limit Holdem '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 AUD\$1,000 buy-in and AUD\$74,000 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.