

AUSSIE MILLIONS

4 – 26 JANUARY 2009 • MELBOURNE AUSTRALIA

MEDIA RELEASE

*****EMBARGOED UNTIL 05:30 – MONDAY 24 NOVEMBER 2008*****

WORLD'S RICHEST POKER GAME TO TAKE PLACE AT CROWN CASINO, MELBOURNE AUSTRALIA

Melbourne, Australia. Monday 24 November 2008. Crown Casino has today announced the partnership with US based international broadcaster FOX Sports Network (FSN) in the United States to broadcast the biggest ever game of high-stakes poker, The Million Dollar Poker Cash Game, which will see the poker elite play for AUD\$1 Million Dollars each.

The Million Dollar Poker Cash Game will smash all previous records and be the biggest buy-in real money poker game in history and will be held during the 2009 Aussie Millions Poker Championship in January.

In what will be considered as the largest head-to-head poker game of all time, ten of the greatest and most influential high-stakes poker players will have to stake a minimum of AUD\$1 Million Dollars each to play. Many are expected to bring significantly more to the table with millions of dollars being staked throughout the game, in what promises to be the ultimate battle of the poker elite at Crown Casino.

FOX Sports Network will broadcast the production from March 2009.

"This is a huge coup for Crown Casino, and for Melbourne, and we are thrilled to be an integral part of this landmark international poker event," said Crown's Chief Operating Officer of Gaming, Mr Richard Longhurst, "this deal ensures a primetime global audience for the Aussie Millions and further international television exposure for Melbourne."

"FOX Sports Network is proud to collaborate with Crown Casino in Melbourne, one of the world's most exclusive casino resorts, and our first choice of venue to host this inaugural mega-event" said FOX Sports Network's Executive Vice-President of Programming and Production Mr Gary Garcia.

Mr Longhurst said the 2009 Aussie Millions Poker Championship will see record numbers of international players from overseas locations such as the United States, Russia, Canada, England, Scandinavia, Holland and other parts of Europe.

"The success of the Aussie Millions Poker Tournament at Crown and its phenomenal growth in recent years places Crown as the biggest and best poker venue outside the home of tournament poker, the United States."

Ends.

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About The Aussie Millions Poker Championship (4-26 January 2009)

The Aussie Millions Poker Championship is the largest, richest and most prestigious gaming event in the Southern Hemisphere and ranked fifth in the world. Featuring a comprehensive slate of tournaments in every major poker variation, the Aussie Millions is poker's longest running tournament in the Southern Hemisphere, dating back to 1998. In 2008, the event attracted more than 2,000 entrants from a cast of nations and awarded just under AUD\$16 million in prize money, as players competed for game's most coveted trophy, the Aussie Millions 'Main Event' Champion.

- The Aussie Millions is held each January at Crown Casino, Melbourne Australia
- The Championship includes 18 tournaments culminating in the AUD\$10,500 No Limit Holdem 'Main Event'
- The 2008 Aussie Millions is expected to reach a prize pool of over AUD\$17 Million with a guaranteed first prize of AUD\$2 million for the AUD\$10,500 No Limit Holdem 'Main Event'
- The AUD\$10,500 No Limit Holdem 'Main Event' will be televised by Fox Sports Net and broadcast internationally from mid 2009 as a eight-part series

Aussie Millions Poker Championship Event Statistics

- It is expected that there will be over 800 individual players in the \$10,500 Buy-In No Limit Holdem 'Main Event'
- Over 2,000 individual entrants will participant in the two week series of 18 Tournaments
- Over 500 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 2008, including over 5,000 at Crown alone
- The Aussie Millions ranks as the fifth largest poker tournament in the world by player number
- The 2008 Aussie Millions held the largest, cash buy in tournament ever with a \$100,500 event attracting just over 20 players

History of the Aussie Millions Poker Championship

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\$10,500 No Limit Holdem 'Main Event':

- 2004 – 133 entrants, \$1.33 million prize pool, first prize \$426,500
- 2005 – 263 entrants, \$2.63 million prize pool, first prize \$1,000,000
- 2006 – 418 entrants, \$4.18 million prize pool, first prize \$1.3 million
- 2007 – 747 entrants, \$7.47 million prize pool, first prize \$1.5 million
- 2008 – 780 entrants, \$7.80 million prize pool, first prize \$1.65 million

About FSN (www.foxsports.com)

FSN reaches more than 100 million homes through its network of 20 regional sports channels. Established in 1996, FSN is the only cable network in the US that supplies national, regional and local sports programming. FSN serves as the cable TV home to 62 of the 82 MLB, NHL and NBA teams based in the United States, and produces over 4,500 live events each year. FSN has an extensive catalogue of original national programs, including Best Damn Sports Show Period and Beyond the Glory documentary series, along with national packages of collegiate sports. Based in Los Angeles, FSN is part of the vast FOX Sports television family.

About Crown Entertainment Complex

Covering 510,000 square metres (the equivalent of two city blocks), it is one of the largest and most diverse entertainment complex's of its kind in the world, housing two hotel properties - the five-star Crown Towers and the four-star-plus Crown Promenade Hotel. Both are within easy access to in excess of 40 restaurants and bars, emporium of over 30 retail boutiques, several night clubs, cinema complex, interactive entertainment arcade, a live cabaret-style venue, plus the 24-hour Crown Casino, the biggest gaming facility in the Southern Hemisphere featuring 2500 gaming machines and 350 gaming tables including the largest poker room outside Northern America with 50 poker tables.