



Crown Melbourne Announces 2008 Aussie Millions Poker Championship Schedule

Melbourne, Australia January 5- 20, 2008

Crown Melbourne today announced the tournament schedule for the Southern Hemisphere's richest poker event - the 2008 Aussie Millions Poker Championship. The 16 day event will begin on Saturday 5 January and end on Sunday 20 January when the Final Table of the 'Main Event' of eight players will play down to one champion who will walk away with a guaranteed AUD \$1.5 million first prize.

Hundreds of international poker players from a cast of nations will converge on Crown in January, anxious to pit their skills against the best of the locals in a series of 16 tournaments and culminating in the \$10,500 five-day **No Limit Holdem 'Main Event'**, beginning on Monday 14 January, that will see the Final Table filmed by Fox Sports Net (FSN) and developed into an eight part series for broadcast to an international audience of over 81 million from mid 2008.

Visiting professionals expected to attend the world-class poker championship include 2005 World Series of Poker Champion **Joseph Hachem**, 2007 Aussie Millions Defending Champion **Gus Hansen**, America's 'Tiger Woods of Poker' **Phil Ivey**, 2000 World Series of Poker Champion **Chris 'Jesus' Ferguson**, World Poker Tour co-commentator **Mike Sexton**, international poker star **Kenna 'Cowboy' James** and young guns **Antonio 'The Magician' Esfandiari** and **Phil 'The Unabomber' Laak** as well as Hollywood actors and high profile celebrity poker players including Rogue's **Michael Vartan**, Seinfeld's **Jason Alexander**, American Pie **Shannon Elizabeth**, Casino's **James Woods** and Bride of Chucky's **Jennifer Tilly**.

Due to popular demand, Fox Sports Net will also film the **Aussie Millions Cash Game Invitational** (a high limit poker cash game where pro players are invited to buy-in for \$200,000). The game will take place on the evening of Wednesday January 16. In 2007, the Aussie Millions Cash Game Invitational saw a star studded line-up of players including Phil Ivey, Chris Ferguson, Jeff Lisandro and John Juanda competing for million dollars pots that left spectators mesmerised for hours with the intense competition.

FullTilt, the main online satellite partner, has also recently announced their impressive range of satellite events which include five different ways to win an \$18,000 Aussie Millions package from freerolls up to \$1,000 buy-in satellites.

Valued at \$18,000, FullTilt's Aussie Millions package is about as good as it gets for a satellite prize, offering a AUD \$10,500 seat in the 2008 Aussie main event (around US \$9,000), return airfares for two people to Melbourne, 10 nights accommodation in the state of the art Crown Promenade Hotel, a huge line up of VIP events with the Full Tilt team including a bounty freeroll tournament, as well as \$3,000 spending money.

With the Aussie Millions growing in popularity among the international poker community, expect to see many other poker websites running satellites and freerolls in the coming months including PokerNews' own Team PokerNews promotion which began in October.

From all reports the 2008 Aussie Millions is expected to be bigger and better than ever. The 2007 Event held in January saw a record 747 entrants, compete for a prize pool in excess of US \$6 Million with international poker pro Gus Hansen taking out the event and winning a cool US \$1 Million. Many predict the 2008 Aussie Millions main event field will reach over 850, cementing the event as one of the world's top poker tournaments.

Over 2,000 individual entrants will participate in the two week series of tournaments with an estimated 400 plus flying in from overseas locations such as the United States, Canada, England, Scandinavia, Holland and other parts of Europe.

The international media contingent covering this event in addition to FSN includes a team of internet reporters from PokerNews.com as well as journalists from poker magazines such as Bluff Australasia, Bluff USA, Card Player, PokerPro, Inside Poker, All In and Poker Player.

What:	2008 Aussie Millions Poker Championship
When:	January 5- 20, 2008
Where:	Crown Poker Room Level B2, Crown Entertainment Complex (Entry Via Clarendon Street, opposite Jeff's Shed)
Details:	For complete tournament details and entry forms please visit www.aussiemillions.com.au

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Glossary of Terms:

Satellite: A tournament in which the prize is entry into another specified tournament.

Bluff: To bet or raise with a hand that is unlikely to be the best hand.

Freeroll: A tournament in which cash or prizes are offered but that has no entry fee; a promotional tournament with no entry fee.

Please refer to the official 2008 Aussie Millions Media Kit for further Glossary of Terms.

About Aussie Millions Poker Championship

- The Aussie Millions is held each January at Crown Casino, Melbourne Australia.
- The Championship includes 16 tournaments culminating in the AUD\$10,500 No Limit Holdem Main Event.
- The 2008 Aussie Millions is expected to reach a prize pool of AUD\$10 Million with a guaranteed first prize of AUD\$1.5 Million (subject to the number of entrants).
- The Main Event will be televised by Fox Sports Net and broadcast internationally from mid 2008 as a 10 episode 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 participate in the two week series of 16 Tournaments.
- Over 400 international visitors are expected to attend including players from the United States, England, 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 2007, including over 5,000 at Crown.
- The Aussie Millions ranks as the sixth largest poker tournament in the world.
- The 2007 Aussie Millions held the largest, cash buy in tournament ever with a \$100,500 event attracting 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.

Main Event growth:

- 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

About Texas Holdem Poker

Texas Holdem is the most popular of the community card poker games. It is also the most popular poker variant played in casinos all over the world, and its no-limit betting form is used in the main event of the World Series of Poker (WSOP), which is widely recognised as the world championship of the game.

Like most variants of poker, the objective of Texas Holdem is to win the pot, the sum of money bet by oneself and other players. The pot is won either at the showdown by forming the best poker hand out of up to 7 cards available, or by betting to cause other players to fold and abandon their claim to the pot.

About FSN (www.foxsports.com)

FSN reaches more than 81 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 FullTilt Poker (www.fulltiltpoker.net)

FullTilt Poker is the most unique force in the poker world. Led by modern day poker's toughest team of pros, FullTilt has set the bar for poker success with its player-friendly tutorial website and marketing campaigns. By taking poker promotion to a whole new level, FullTilt has found success across the globe by bridging the gap between mainstream society and our great game. When people think of poker, FullTilt often creeps into their minds.

About Crown Entertainment Complex (www.crowncasino.com)

Crown Melbourne is one of the largest and most diverse entertainment resorts in the world. It is the leading tourist destination in Victoria, attracting more than 16 million visitors each year. It features Crown Towers and Crown Promenade Hotel; Crown Casino; the Palladium, Australia's largest ballroom; 13 cinemas; The Palms at Crown showroom; 2 nightclubs; 15 bars; 28 restaurants and an extensive collection of international designer boutiques and retail stores. Crown's restaurants, with their renowned chefs, high levels of service and quality design, offer a wide variety of world cuisines.