



Media Alert

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## CROWN HOSTS WORLD FIRST POKERNEWS CUP

Crown today announced that it will host the latest international poker tournament series; the PokerNews Cup.

The PokerNews Cup is a collaboration between Crown Melbourne, home to one of the world's premier poker rooms, and PokerNews.com, the world's leading poker news website.

The PokerNews Cup Australia will be held in the 50-table Crown Poker Room from Sunday 21 to Monday 29 October 2007 and will be the first of a series of PokerNews Cup Events to be staged throughout the world during 2007 and 2008.

The event schedule will feature a range of poker tournaments from a \$25 pre-championship satellite tournament on Saturday 20 October to the **\$3,000 three-day PokerNews Cup No Limit Texas Hold'em Championship Event beginning at midday on Saturday 27 October 2007 where players will compete for a guaranteed \$250,000 first prize.**

Spectators can enjoy watching Australia's most talented poker pros battling it out in the PokerNews **Australian Bad Boys of Poker Invitational at 8.10pm on Friday 26 October.** The single table invite-only event will feature a \$10,000 buy-in and a \$100,000 prize pool. Both the PokerNews Cup Championship Event and the Australian Bad Boys of Poker Invitational will be webcast live on PokerNews.com

During the 10-day event players will also receive PokerNews Cup points based on their place in each tournament. The player with the highest number of points at the end of the event will receive a 2008 Aussie Millions package that will include entry into the AUD\$1,100 opening tournament of Australia's richest poker championship plus an accommodation and food & beverage package.

In addition to purchasing PokerNews Cup Australia seats directly, players also have the opportunity to win one of 70 free packages each valued at US\$5,000 through various promotions available on [www.pokernewscup.com](http://www.pokernewscup.com).

"Crown is excited to be partnering with the world's leading poker news website and we are confident that the PokerNews Cup will become an extremely popular poker tournament amongst local and international players alike. The PokerNews Cup is a welcome addition to Crown's existing stable of world-class poker events and reinforces our position as the home of poker in the Asia-Pacific region." says Peter Mim, Executive General Manager - Tables Games.

"We are extremely proud to announce the creation of the PokerNews Cup and to have the Southern Hemisphere's premier casino and poker room involved in this new initiative. We look forward to a successful launch of the event in October 2007 and to developing further PokerNews Cup events in other popular destinations around the globe." Gareth Edwards, Executive Director PokerNews.

For more information about PokerNews Cup Australia please visit [www.crownpoker.com.au](http://www.crownpoker.com.au) or [www.pokernewscup.com](http://www.pokernewscup.com)

**For further media information please contact:**

**Natasha Stipanov**  
**Media Relations Manager**  
**Crown Limited**  
**Tel+ 03 9292 7371**  
**Mob+ 0434 187 828**  
**Email [natashas@crownltd.com.au](mailto:natashas@crownltd.com.au)**