



Media Alert

World Series of Poker Champion Chris Moneymaker picks Creek Entertainment Center to launch his new line of Electronic Bingo Games

WHEN: Saturday, July 8th 11:00 a.m. – 2:00 p.m.

WHERE: Creek Entertainment Center – Atmore, Alabama

WHAT: Chris Moneymaker will make an appearance at Creek Entertainment Center. His visit will include media, promotional festivities, contest giveaways and a meet and greet open to the public.

WHY: Moneymaker Gaming has partnered with Cadillac Jack to launch Moneymaker Madness electronic bingo games at Creek Entertainment Center.

WHO: In 2003, Chris Moneymaker, a Nashville Accountant, parlayed a \$40 online tournament entry into the World Series of Poker crown and \$2.5 million. The “Moneymaker Effect” is widely credited with fueling the current worldwide poker craze.

"I used to think my kid wanted to be the next A-Rod. Now all he talks about is Chris Moneymaker"
-- USA Today, John Saraceno, August 2004

"Moneymaker, the patron saint of poker, is widely credited with transforming a nearly two-century-old pastime played from frontier saloons to modern kitchen tables into a recent cultural phenomenon"
-- NY Times, July 11, 2005

MEDIA: Saturday, July 8th all media will be invited to visit Creek Entertainment Center for interviews and photo opportunities with Chris Moneymaker. Moneymaker will offer his insight into the casino and gaming industry, the poker phenomenon and the 2006 World Series of Poker. See contact information for details.

Moneymaker will also be made available to media on the days leading up to the weekend's festivities.

About Moneymaker Gaming:

Founded by World Series of Poker Champion Chris Moneymaker, Moneymaker Gaming is a leading player in the development and delivery of casino-quality, licensed poker and gaming equipment and the creation and promotion of celebrity slot machines. Since its launch in February 2005, the California-based company has inked a series of licensing deals with the world's top brands in sports and entertainment, including Playboy, WWE and elite NASCAR drivers. For additional information, visit www.moneymakergaming.com.

Contact:

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