



IT'S THE REAL DEAL!

## **The World Poker Store**

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**Greg Needham**  
National Marketing Director

FOR IMMEDIATE RELEASE: **(February 15, 2006)**

“The World Poker Store, Inc. acquires Minnesota Poker Association Magazine”

St. Paul, MN – The World Poker Store, Inc. (WPKS) has acquired a fifty percent (50%) interest in Minnesota Poker Association Magazine. Dan Hall, will remain as the magazine’s publisher. Janell Hesch will remain as the publication’s editor.

Minnesota Poker Association is a monthly publication that covers the poker and gaming industry in the State of Minnesota. The Magazine has a circulation of 10,000 and is currently distributed at over 300 locations within the state. The magazine will now be distributed at The World Poker Store’s five retail locations and at Bar Poker League locations throughout the State of Minnesota. The Bar Poker League now has over 13,000 registered players who play in the Company’s 100 weekly tournaments.

The World Poker Store, Inc., now operates five (5) retail locations in the State of Minnesota: Ridgedale Mall in Minnetonka, Rosedale Mall Roseville, Southdale Mall in Edina, Northtown Mall in Blaine and Cross Roads Mall in St. Cloud. The stores features premium poker merchandise including a large selection of Casino Quality poker chips, Texas Hold'em tables, Cards, DVD's, Poker Apparel and Pro Tour collectibles available both in the retail stores and online at [www.theworldpokerstore.com](http://www.theworldpokerstore.com).

The World Poker Store also operates "The Bar Poker League" where the company currently hosts more than one hundred (100) weekly Texas Hold'em tournaments in bars and restaurants in the state of Minnesota.

Information about advertising in Minnesota Poker Association Magazine is available by contacting the company directly. Information is available on the web at: <http://www.theworldpokerstore.com>.

This press release contains information that constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from any future results described within the forward-looking statements. Risk factors that could contribute to such differences include those matters more fully disclosed in the Company's reports filed with the Securities and Exchange Commission. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future financial performance as of any date subsequent to the date of this press release.

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