



IT'S THE REAL DEAL!

The World Poker Store

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Greg Needham

National Marketing Director

FOR IMMEDIATE RELEASE: (February 20, 2006)

“Marcel Luske to head The World Poker Store’s Board of Advisors”

St. Paul, MN – Professional Poker Player Marcel “The Flying Dutchmen” Luske, has agreed to be the Chairperson of The World Poker Store's Board of Advisors. The Board of Advisors includes professional poker players and business leaders involved in the gaming industry. The Board advises the company and acts as a liaison between the company and the worldwide poker community.

Marcel is also an Advisor to the World Poker Federation and the Leader of the Circle of Outlaws. His tournament resume is long and impressive including nearly eighty notable tournament wins since he began playing in 1999. Marcel’s wins in both Europe and the United States combined with his signature style of wearing his sunglasses upside down has brought him to the front of the poker landscape. Marcel has been in the top 50 money list in 2003, 2004 and 2005. He is also currently 49th on the all time money list.

The World Poker Store, Inc., 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 feature 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.

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.

More information about Marcel can be found at www.marcelluske.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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