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THE WORLD POKER STORE AND THE BAR POKER LEAGUE EXPANDS TO EUROPE

Las Vegas NV ---April 17th, 2007— The World Poker Store (OTC PINKSHEETS: WPKS), a Nevada corporation with corporate offices in St. Paul MN recently opened offices in Amsterdam to base European operations for brick and mortar retail openings, online sales and The Bar Poker League. The company plans to open warehouse facilities in Rotterdam for fulfillment of online orders through out Europe and also to open its first retail store in Amsterdam's Central Square. In addition to current expansion across the US, the company is currently in negotiations to roll out The Bar Poker League in The Netherlands with a launch date slated for September of 2007 in conjunction with a poker television show.

With successful operations in Minnesota, Florida and coming soon to the 23 other Bar Poker legal states in the union, The World Poker Store's Bar Poker League continues to add new player members and open new venues for Free No-limit Texas hold 'em. Currently running over 100 tournaments per week, The Bar Poker League offers a live, face to face, poker experience to all walks of life at bars and restaurants where legal around the country and hosts a community of members at www.thebarpokerleague.com. With a focus on "bringing poker to the masses" and supporting non-profit organizations, The World Poker Store also partners with local charities and corporate groups to host professional Texas Hold 'em tournaments with the proceeds benefiting a variety of causes. Most notably, The Trent Tucker Celebrity Poker Tournament hosted annually in Minnesota at Canterbury Park with attendees from both the NBA and the Poker elite featuring Michael Jordan, Scottie Pippen, Johnny Chan, Phil Hellmuth, Marcel Luske, Patrik Antonius and Hoyt Corkins to name a few with all proceeds going to benefit The Trent Tucker Youth Program. The World Poker Store Inc. also currently operates 3 retail locations in Minnesota at Southdale Center, Rosedale Center and Northtown Mall. The World Poker Store is the only brick and mortar retail outlet of it's kind entirely devoted to poker, offering everything from Texas Hold 'em tables, Casino Quality Chips, DVD's, Books, Apparel and Tour Pro Collectibles. All products are also available online at www.theworldpokerstore.com.

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