

World Poker Store Inc. New Entertainment Technology focus and name change

Minneapolis, MN June 25th 2010--The World Poker Store inc. (OTC Pinksheets: WPKS) formally announces its board of directors resolves to change its parent company name to World Entertainment Technologies to more accurately reflect its current business focus and position as an entertainment company and leader in league and tournament management software. With the integration of same day player performance tracking the company intends to expand into new competitive league operations. Through a centralized website and web portals The Company's multi-level software platform allows for members and host venues to track stats, check standings, create teams and allocate reward point prizes for a wide variety of competitions while establishing member loyalty programs through member card distribution and benefits. Continued operation of the Company's International and Domestic Entertainment divisions, World Poker Entertainment and The Bar Poker league will be complemented with the 2010 expansion into Pool, Darts and Bowling leagues as well as point management for Karaoke, Dance and other performance based competitions. World Poker Store CEO, Chuck Chastain commented, "We are excited about the launch of our onsite Performance Tracking System. It's a product of many man hours and programming that not only enhances our poker league player experience, but also opens the doors to creating a system of league competitions all over the world." "Our scanner card system even allows for existing leagues, poker or otherwise, to use our software without compromising their market established brand and image." He added.

Additional information is available at www.worldpokerentertainment.com.

About World Poker Entertainment/The World Poker Store Inc.:

World Poker Entertainment is an international Entertainment Company with operations in Europe, Canada, Mexico, China and the US. The company owns and operates bar poker leagues in multiple countries as well as planned upscale Las Vegas style entertainment facilities in China. With a focus on bringing poker to the masses, WPE partners with charitable organizations world wide to raise awareness and support for various causes. The company also continues to benefit from the support of its advisory board members Phil Hellmuth, Johnny Chan, Marcel Luske, Hoyt Corkins, Patrik Antonius and Liz Lieu. More about The World Poker Store Inc. can be found at 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. 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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