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THE WORLD POKER STORE

FOR IMMEDIATE RELEASE

THE WORLD POKER STORE, INC.

Announces Automated Poker Team Functionality On Its Web Site

St. Paul, MN —September 14, 2009— The World Poker Store, Inc. (OTC PINKSHEETS: WPKS), an international entertainment company, announced today a powerful new feature available on its web site that enables poker players to create and manage poker teams. This enhancement automates a process for players to link electronically and track team standings. Team performance is based on the performance of team members as they compete individually in live in-person Texas Hold'em poker tournaments. Demand for this feature has been steadily increasing as the number of poker players participating in The World Poker Store's team events has seen rapid growth.

About The World Poker Store, Inc.

The World Poker Store, Inc. is a publicly traded emerging international poker entertainment company. Management is driving the business to become the dominant player in the highly fragmented live poker league industry by offering best of breed web technology and marketing strategies. The company's Texas Hold'em poker league is rapidly growing through a licensing strategy where licensees operate local leagues utilizing proprietary technology and marketing. The company has licensees in The United States, Canada, Mexico, and Europe. The World Poker Store benefits from the support of its Advisory Board of world class poker players including Marcel Luske, Phil Hellmuth, Johnny Chan, Patrik Antonius, Hoyt Corkins and Liz Lieu.

This news 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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