



IT'S THE REAL DEAL!

THE WORLD POKER STORE

FOR IMMEDIATE RELEASE

THE WORLD POKER STORE, INC.

The Polar Poker Challenge Ice Fishing and Texas Hold 'em

A Benefit for The Miracles of Mitch Foundation and The Starkey Hearing Foundation

St. Paul, MN —December 9, 2009— The World Poker Store Inc. (Pinksheets: WPKS) an International entertainment company announces the first annual Polar Poker Challenge, presented by World Poker Entertainment debuting this winter on the frozen waters of Lake Minnetonka, January 30, 2010, at Lord Fletcher's in Spring Park, Minn. This first of its kind event puts the sporting thrill of ice fishing and Texas Hold 'em, literally on ice. As a fundraising event for The Miracles of Mitch Foundation and The Starkey Hearing Foundation, proceeds will aid in efforts to provide support for both families of children battling cancer in Minnesota as well as children with hearing loss worldwide.

Unlike other large-scale ice fishing contests, this event is limited to 500 participants for a more intimate experience. Contestants will enjoy an early morning ice fishing contest and an afternoon of food, beverages and Texas Hold 'em dealt inside two large heated tents erected right on the ice. Surrounded by Polar Festival games and activities, the inaugural event also invites spectators, family and friends to embrace and celebrate the frozen outdoors as only Minnesotans can.

World Poker Entertainment, a division of the St. Paul based World Poker Store inc., will direct the Texas Hold 'em tournament as the feature event of the ice fishing awards banquet with both International poker pros and other celebrities invited to be at the tables.

Festivities begin with a VIP reception at Lord Fletcher's on Friday, January 29th, where Polar Poker Challenge participants will enjoy celebrity meet-and-greets, silent auctions and raffles for great prizes. The Saturday Ice Fishing and Texas Hold 'em are private event experiences where participants will compete for various prizes and the title of Polar Poker Challenge Champion. To request an entry into this unique sporting experience visit www.miraclesofmitch.org and click on the Polar Poker Challenge link. Entries will be handled on a first-come-first-serve basis.

All participants will then gather at Lord Fletcher's at 7:00 a.m. on Saturday, January 30th, and will be allowed to fish in the bay until 11:00 a.m. Participants will submit their morning catch to tournament organizers and judges no later than 12 p.m. Food will then be served and each of the participants will compete in a free Texas Hold 'em tournament as entertainment and continued competition while they enjoy the ice fishing awards banquet. Prizes for various categories, such biggest fish, most fish, etc., will be awarded, and everyone will have a chance to participate in additional raffle prize drawings throughout the rest of the day. Both the awards banquet and Texas Hold 'em tournament will be held on the ice inside two heated tents located directly behind Lord Fletcher's.



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Spectators, friends and family are encouraged to watch the Texas Hold 'em tournament and participate in additional festivities hosted outside of the awards banquet tent. A "Polar Village" of games and winter experiences for all ages will take place both on the ice and around the Lord Fletcher's property. Keeping with the polar/winter theme, all visitors will enjoy broomball, curling, snow ball target, ice sculpture, sleigh rides and other events. Additional fundraising will occur through Polar Poker Challenge Pin and logo apparel sales, and food and beverages will be available on the Fletcher's deck and also inside where visitors can warm up during the event.

Additional information available at www.polarpokerchallenge.org and www.worldpokerentertainment.com.

About The Miracles of Mitch Foundation:

The Miracles of Mitch are the daily good works inspired by 9-year-old Mitch Chepokas to help the families of children battling cancer in Minnesota. Sealed with a pinky swear between Mitch and his father, Steve, The Miracles of Mitch Foundation was created to honor Mitch's memory and his desire to support these families during a stressful time in their lives. Founded in 2003, the foundation assists pediatric cancer families by: making mortgage/rent and car payments, purchasing groceries, hosting a five-day summer camp for current and past pediatric cancer patients and their siblings, hosting Minnesota Miracle weekend getaways, and creating specially-tailored quality-of-life initiatives for kids with an advanced stage of cancer. For more information about The Miracles of Mitch Foundation, visit www.MiraclesofMitch.org.

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 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.

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