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**Tenner & Associates, Inc. To Head Up Business Development & Branding
for Charity Wins Events and Entertainment, Inc.--
Provider of “Live Game Events” and Online Affinity-Based Gaming Systems**

Lisa Tenner also Nominated in Two Categories for 2010 IGA Women in Gaming Awards

Las Vegas (July 20, 2010) – **Tenner & Associates, Inc.** has been named to direct business development and branding for **Charity Wins Events and Entertainment, Inc. (CWEE)**, the provider of a dynamic new platform designed to create video-interactive entertainment events and affinity-based casual gaming for charity fundraising or non-profits. CWEE will be launching a series of social networks (CLUBS) online featuring powerful new software products that enable branded live events tied to those networks.

“These are breakthrough concepts for the benefit of large-scale organizations and charities in an economic environment that makes fierce the competition for the charitable dollar everywhere. We will provide fun and entertainment for people, while proudly driving donations to great causes all around the world,” said Darrell Way COO of CWEE.

Tenner & Associates, Inc. is heading up CWEE dialogue with potential licensees and partners in the gaming community, and developing branding opportunities. The company, headed by Lisa Tenner, will facilitate contacts for CWEE in the entertainment world. CWEE will have a demonstration booth at the Global Gaming Expo in Las Vegas November 16-18.

“In Lisa Tenner, CWEE has one of the most well-connected marketing experts in the gaming environment,” said Al Babbitt, CEO of CWEE, Inc. “Her company has a track record of powerful partnerships and innovative events that have provided substantial value to her previous clients. We are delighted to have her on our team and foresee some very exciting developments in the near future.”

Tenner, who is currently nominated in two categories for the **2010 IGA Women in Gaming Awards**—Leader of the Year and Stars of the Future—is a renowned branding, event marketing, promotion and sponsorship authority. EventPro Forum’s “Event Pro of the Year” in 2007, she has also been the recipient of the Nevada Governor’s Tourism Award for her creation and production of Emerging Artists and Technology in Music, an event that launched the careers of many unsigned artists by introducing them to major labels.

(more)

In gaming, Tenner created "The Queens of Heart" as the charitable arm for the ladies event during the World Series of Poker. Tenner has represented many companies including Jeep, Party Gaming, Harrah's, VH1, Card Player Cruises, Hard Rock Hotel, Elle Magazine and Global Gaming Expo, among others. Recently the American Gaming Association appointed Tenner to the Advisory Board for its Table Games track. Tenner clients have also included such poker pros as Phil Hellmuth and Kathy Liebert.

For more information on CWEE, Inc. or **Tenner & Associates, Inc.**, contact Lisa Tenner at (702) 496-3286.