

FOR IMMEDIATE RELEASE

VH1 CLASSIC ROCK'N'ROLL POKER TOURNAMENT TO FEATURE SULLY ERNA, VINNIE PAUL, ACE FREHLEY, DUSTY HILL AND SCOTT IAN

**POKER PROS PHIL HELLMUTH, ANNIE DUKE, ANTONIO ESFANDIARI
TO HOST**

PHIL LAAK TO PROVIDE "TIPS AND TELLS"

*Event Produced By Lisa Tenner/Tenner & Associates and Presented by
UltimateBet.tv Takes Place on Nov. 2006 at Flamingo Las Vegas*

LAS VEGAS – 9 October 2006 – The legendary Flamingo Las Vegas will play host to the VH1 Classic Rock 'n' Roll Poker Tournament, presented by UltimateBet.tv and produced by Lisa Tenner, Tenner & Associates. The tourney will be held on November 2 and feature some of rock and poker's top names, with all of the main event proceeds going to charity that will be determined by the winner.

UltimateBet.tv will qualify two players to compete against Sully Erna of **Godsmack**, Vinnie Paul from **Pantera** and **Big Vin Records**, Ace Frehley of **KISS**, Dusty Hill of **ZZ Top** and Scott Ian of **Anthrax** for their favorite charities in the first VH1 Classic Rock 'n' Roll Celebrity Poker Player Tournament airing early 2007 on VH1 Classic.

Pro player Phil Hellmuth will host the main event while poker champions Annie Duke and Antonio "The Magician" Esfandiari will be the Green Room co-hosts. Fan favorite Phil "Bomber" Laak will offer "Tips and Tells" to all the players. Mark Tenner will offer color commentary and Matt Savage will serve as the main event tournament director.

Rock'n'roll comedian and featured artist on XM Satellite Comedy Channel 150, "The Chinaman" will be on hand to warm up the crowd. Sam Ash Music is providing instruments for the set design.

Two lucky visitors to <http://www.UltimateBet.tv> will get the chance to participate with the rock 'n' roll stars with "free roll" qualifying tournaments being held Oct. 23. Flamingo Las Vegas has also invited one player to play alongside the rock 'n' roll celebs.

The first place main event champion will receive a \$25,000 check donated to a charity of their choice, a seat in the Main Event of UltimateBet.tv's Aruba Poker Tournament worth \$10,000.00 and a day of on-camera programming from VH1 Classic as "VJ for a Day". In the event of a non-celebrity winner, the winning player will appear as a sidekick with the highest-ranking celebrity of the tournament.

All players that are eliminated from the main event will have a second chance to win with a "Heads Up" tournament in the adjoining Green Room. The "Heads Up" tourney champ will win a June 2007 cruise for two to Alaska.

"I am proud to be working with the Flamingo and Ultimate Bet.tv to raise awareness and contributions for selected charities. We have also twisted up this tournament by adding something no one else in poker has done, with as much going on in the green room as we do the main tournament area," said producer Lisa Tenner.

"As we continue the process of reinventing the Flamingo, the VH1 Classic Rock'n'Roll Celebrity Poker Tournament is a prime example of the direction the resort will be taking in the future," said Don Marrandino, president of Flamingo Las Vegas. "This will be a great event with a talented group of artists and we are thrilled to host them at the Flamingo."

The charity event will be taped in the Second City Theatre at Flamingo Las Vegas.

About UltimateBet: Designed with the assistance of the best poker players in the world, Phil Hellmuth, Annie Duke, and Antonio Esfandiari, UltimateBet provides the best poker games available on the Net. Players can download the free poker software, play in free ring games and tournaments and get tips from these pros to learn the sport or to enhance their playing strategy. UltimateBet is a member of the poker network licensing their poker product from Game Theory Ltd., a subsidiary of Excapsa Software Inc., with over 2 million registered players.

Tenner & Associates provides marketing, promotion, sponsorship, branding and special events for its clients, Tenner & Associates President and Founder Lisa Tenner has garnered a highly respected reputation as one of the music industry's most savvy talent builders and brand marketers, developing and guiding the careers of bands from unknowns to superstars through her seven-year EAT-M Conference and other high profile music events, creating synergy in the worlds of entertainment, hospitality and poker.
<http://www.tennerandassoc.com>

Launched in 2000, VH1 Classic is a 24-hour network that presents music videos, concerts and music specials all day long, featuring the best rock, soul and pop artists from the 60s,

70s and 80s including The Beatles, The Stones, Tina Turner, Led Zeppelin, Marvin Gaye, The Who, Stevie Wonder, The Police and many more. VH1 Classic is available on all digital cable satellite platforms, reaching 40 million households across the country.

The Flamingo Las Vegas, located in the heart of the Las Vegas Strip, features headliner and multiple grammy award-winning artist Toni Braxton, over 3,500 guest rooms, , a newly renovated hotel tower and more than 77,000 square-feet of exciting casino space. For additional information on the Flamingo Las Vegas, go to www.flamingolasvegas.com.

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