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**FOR IMMEDIATE RELEASE**

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**Lisa Tenner Selected One of the “25 People to Watch”**  
**By Global Gaming Business**

*She Shares the Spotlight with Top Gaming Leaders and Visionaries*

**LAS VEGAS, NV (Jan. 15, 2008)** – Lisa Tenner has been tapped by Global Gaming Business Magazine as one of the “25 People To Watch” in 2008. The January issue of the international magazine cited her as “The Poker Queen Maker” for her role in creating the “Queen of Hearts” Team at the World Series of Poker, a charitable program that has become the hottest ticket in women’s poker.

Tenner, a branding impresario, stands in illustrious company along with Kazuo Okada, Chairman Azure Co., Vice President of Wynn Resorts Ltd.; Keith Smith, President and CEO of Boyd Gaming; Bruce Rowe, SVP of Strategy and Business Development for Bally Technologies; Kathleen McLaughlin-Harris, Managing Director, Global Slot Marketing and Operations for Las Vegas Sands Corp.; Dan D’Arrigo, Exec VP and CFO of MGM Mirage, and Rosalind Krause, General Manager of Trump Taj Mahal Casino Resort, among others.

Tenner was singled out because each year she assembles a team of women elite poker pros, celebrities and business superstars to play as a team during the WSOP’s Ladies Tournament. Players contribute part of their winnings to the American Heart Association and the Nevada Cancer Institute. Celebrities that have played and co-captained the team with Tenner are Jennifer Tilly and Mimi Rogers. Recent pros have included J.J. Liu, Vanessa Rousso, Jennifer Leigh, Clonie Gowen, Isabelle Mercier, Mary Jones and Susie Isaacs.

The Global Gaming Business story called Tenner “a poker impresario for women players,” but also noted her involvement with numerous other poker events for she has created, marketed, secured sponsors and arranged television coverage on behalf of her clients. Tenner operates Tenner & Associates, Inc. a Las Vegas-based marketing, production and branding company, with a specialization in gaming, music and entertainment.

In 2007 Tenner was named the “Event Pro of the Year” at the annual EventPro Forum. The EventPro Awards honor excellence in live-event production and single out one individual in the live-event industry who has demonstrated a significant record of achievement during the preceding year. Tenner is known for signature events she creates in music, television and film.

For more information on Tenner and Associates, go to [www.tennerandassoc.com](http://www.tennerandassoc.com) or call (702) 792 9430.

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**About Tenner and Associates, Inc.**

Tenner and Associates specializes in BAM! -- "Branding and Marketing—with Impact!" The company creates "BUZZ" and "BUSINESS" through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity. Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients, which include some of the leading Las Vegas Strip casinos, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. For more information on Tenner and Associates, go to [www.tennerandassoc.com](http://www.tennerandassoc.com) or call (702) 792 9430.

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