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FOR IMMEDIATE RELEASE

15 January 09. Las Vegas, NV: Lisa Tenner, President of [Tenner & Associates, Inc.](#) today announced the transition of the “Queens of Heart” Tournament to Harrah’s World Series of Poker.

Co-founded in 2005, “Queens of Heart “ was created to raise awareness on key women’s charities using poker, specifically, the World Series of Poker, as a messaging vehicle as good health for everyone.

After producing “Queens of Heart” in cooperation with the World Series of Poker in 2006, 2007 and 2008 and raising over one hundred thousand dollars for various charities, a mutual decision was made for Harrah’s to produce the event in-house.

“I am honored that the incredible success, charity and awareness for good health that Tenner & Associates, INC brought to the World Series of Poker on behalf of ‘Queens of Heart’ is a win-win for all concerned,” stated Ms. Tenner.

She continued that she is “very appreciative of the efforts of all of the women that have participated on the ‘Queens of Heart’ team over the past years that have helped push its success and to this level of recognition.

“Tenner & Associates is a branding and marketing company that understands the importance of building a ‘cause-marketing’ brand. From ‘Queens’ inception, we recognized the World Series of Poker would aid in elevating our awareness and fundraising efforts created for our annual event.”

In closing, Ms. Tenner stated, “I am proud that the ‘Queens of Heart’ will now be made part of the history, tradition and growing generations of the WSOP.”