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FOR IMMEDIATE RELEASE

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VH1 Classic Rock and Roll Celebrity Poker Tournament,
Produced by Tenner & Associates, Slated to Air March 14

LAS VEGAS, NV (February 26, 2007) – A collection of legendary rockers will take their act to the poker table March 14 in the inaugural *VH1 Classic Rock and Roll Celebrity Poker Tournament*, produced by Lisa Tenner of Las Vegas-based Tenner & Associates, Inc. The fast-paced show, sponsored by UltimateBet.tv and shot at the Flamingo Hotel, will air on VH1-CLASSIC at 10 PM EST/7 PM PST and features a driving sound track that befits its participants.

Lisa Tenner assembled a line-up familiar to any avid rock and roll music fan: Vinnie Paul of Pantera, Scott Ian of Anthrax, Sully Erna of Godsmack, Ace Frehley of Kiss, Dusty Hill of ZZ top. Two players at the table-- Ian Hamilton and Rob Cross—arrived at their seats alongside the music legends by playing on UltimateBet.tv and beating nearly 10,000 other contestants. Rounding out the field is Steve Thomas, representing the Flamingo. Commentators include 10-time World Champion Phil Hellmuth and Mark Tenner, respected player and co-owner of Card Player Cruises. VH1 Classic's host Lynn Hoffman provides insight on the event and the players. Matt Savage serves as Tournament Director. Poker pros Antonio Esfandiari and Phil Laak also make special appearances.

The winner receives an entry to the 2007 UltimateBet Aruba Poker Classic. But there are also eight charities who will become winners, too, in the *VH1 Classic Rock and Roll Celebrity Poker Tournament*, benefiting from prize money donated to them in the name of the players. The competitors will be playing to win money for their designated charities: Vinnie Paul (The National Children Cancer Society), Ace Frehley (The Alzheimer Foundation of America), Dusty Hill (Hepatitis Research Center at Baylor College of Medicine), Sully Erna (Tikkanen Fund, Community Alliance for Teen Safety), Scott Ian (LifeBeat, Incorporated), Ian Hamilton (Nevada Cancer Institute), Robb Cross (Doctors without Borders) and Steve Thomas (TenderLife).

Tenner, created, produced, secured sponsorship and TV coverage for the inaugural *VH1 Classic Rock and Roll Celebrity Poker Tournament*. She also wrote and produced the event with 702 Productions as supervising line producer.



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Tenner has a long history in the music business that she drew upon to create and produce the event. She previously developed Emerging Artist and Technology and Music (EAT'M), a widely-hailed conference and showcase designed to serve the needs of unsigned talent from all genres of music by bringing them to the attention of music industry professionals that included label presidents, music publishers, agents, managers and all affiliate related music organizations. EAT'M launched the careers of Michelle Branch, The Wreckers, Papa Roach, Slipknot, along with a dozen other artists.

Tenner's firm Tenner & Associates, Inc., has established a stellar reputation in branding, marketing, sponsorships, event creation, product placement, and conceptual design for a wide range of industries. Her company links corporations, products and tourism destinations to new customers and new markets through one-of-a-kind events, promotions and media partnerships. Tenner has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients.

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

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 the Las Vegas Cosmpolitan Resort and Casino, 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 or call (702) 792 9430.

About VH1 Classic

Launched in May 2000, VH1 Classic is a 24-hour network that present videos, concerts and music specials all day long, featuring the best of rock, soul and pop artists from the 60's, 70's and 80's, including The Beatles, The Stones, Tina Turner, Led Zeppelin, Marvin Gaye, The Who, Stevie Wonder, The Police and many more. Learn more at www.vh1classic.com

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