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FOR IMMEDIATE RELEASE

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2007 Queen of Hearts Team to Raise Money for American Heart Association & Nevada Cancer Institute at World Series of Poker

Co-captained by Mimi Rogers and Lisa Tenner, the Team includes Actress Jennifer Tilly, LA Sparks Owner Carla Christofferson and Top Pros J.J. Liu, Vanessa Rousso, Jennifer Leigh, Clonie Gowen, Isabelle Mercier, Mary Jones and Susie Isaacs, among others

The 2007 Team is Sponsored By the Poker Players Alliance

LAS VEGAS, NV – They'll win your hearts, steal your blinds and bluff fearlessly, but the 2007 Queen of Hearts Team, packed with a powerhouse list of famous women poker pros, celebrities and noted executives, is set to marshal their prodigious talents on behalf of two great causes at this year's *World Series of Poker*—raising funds for the American Heart Association's Go Red for Women Campaign and the Nevada Cancer Institute, Official Community Relations Partner of the World Series of Poker.

Lisa Tenner, co-captain and founder of the Queen of Hearts Team, today announced that she will share the captaining duties with actress and talented poker player Mimi Rogers. They will be joined by another TV and film star, Jennifer Tilly (who returns to the team for her second year,) along with such female poker luminaries as J.J. Liu, Vanessa Rousso, Jennifer Leigh, Clonie Gowen, Isabelle Mercier, Mary Jones and Susie Isaacs. Also aboard are new L.A. Sparks owner Carla Christofferson, poker journalist Lisa Wheeler, founder of the Ladies Poker Tour Crystal Osgood Gray, high powered real estate broker Elizabeth Shepherd, attorney and Florida magistrate Mary Magazine, the president of luxury watchmaker Corum USA Stacie Orloff, and accomplished amateur champions Anne Spinetti and Mylene Leitner.

"We are sponsored this year by the Poker Player's Alliance, which has provided the first donation to the team and the charities," said Tenner, known in poker as the leading creator, packager and marketer of unique poker events. "Thanks to our sponsor and this great group of women who have accumulated individual winnings well into the millions, our Team expects to exceed its 2006 total. "

The Poker Players Alliance (www.pokerplayersalliance.org) is a nonprofit membership organization comprised of poker players from around the United States who have joined together to speak with one voice to promote the game, ensure its integrity, and to protect poker players' rights. The Poker Players Alliance promotes and protects poker through advocacy work in Washington, D.C., and throughout the nation. Mary Magazine sits on the board of the PPA.

(more)

Each of the Queen of Hearts team members will play in the *World Series of Poker Ladies' No Hold'em* Event June 10-11 at the Rio All-Suite Hotel and Casino in Las Vegas, an event that was won in previous years by Jones (2006), Tilly (2005) and Isaacs (1996 and 1997). The players will also commit funds from any winnings in the Ladies event. Funds raised by the Queen of Hearts Team will benefit the Las Vegas Office of the American Heart Association and Nevada Cancer Institute.

Noted Tenner: "In our second year, we are proud to add Nevada Cancer Institute whose research and care benefit everyone."

"It is truly an honor to be associated with this incredible group of women, playing on behalf of such a worthy causes," said Rogers, who has competed in several World Poker Tour Championships. "Getting into the money in order to make a financial contribution is important, but even more critical is putting the spotlight on America's health. Heart disease and cancer are for the most part preventable and we can all do something to reduce the risk. Risk is essential in poker, it isn't in health."

The Queen of Hearts Team will meet for a reception dinner the night before and get a little coaching from poker champion Phil Laak and from veteran poker player and entrepreneur Mark Tenner.

The team will be cheered on by executives from the Las Vegas office of the American Heart Association (www.Americanheart.org) "The Queen of Hearts Team is a royal flush for our National Go Red for Women campaign," said Tammy Lier, American Heart Association volunteer and 2007 Las Vegas Go Red for Women Committee Chair. "This program provides great visibility to our efforts encouraging women to get check ups and make lifestyle changes that will give them greater longevity. We really appreciate these busy and successful women coming together for our cause."

Nevada Cancer Institute executives also lauded the effort. "We appreciate the support of the community and of the Queen of Hearts Team," said Clark Dumont, Vice President of Communications and Public Affairs for NVCI. "This financial support will help us in pursuing our mission of preventing, detecting, educating, caring and curing cancer throughout our communities."

For more information on The Queen of Hearts Team, contact Tenner and Associates, at 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 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 or call (702) 792 9430.



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About Go Red For Women, American Heart Association

Since 2004, Go Red For Women has captured the energy, passion, and intelligence of women to work collectively to wipe out heart disease – the No. 1 killer of women. Today, we want millions of women across America to take heart disease personally. Using the simple platform "Love Your Heart," Go Red For Women engages these women – and the men who love them – to embrace the cause. Healthcare providers, celebrities, and politicians also elevate the cause and spread the word about women and heart disease. For more information about Go Red For Women, please call 1-888-MY-HEART (1-888-694-3278) or visit GoRedForWomen.org. The movement is nationally sponsored by Macy's.

About Nevada Cancer Institute

Nevada Cancer Institute (NVC I) is the official cancer institute for the State of Nevada. A nonprofit organization, NVC I is committed to reducing the burden of cancer by pursuing the development of a comprehensive cancer research institute, as defined by the National Cancer Institute. Through the knowledge and expertise of the finest scientists, clinicians, educators and caregivers, the institute provides hope to communities in Nevada, the southwest and beyond through research, education, early detection, prevention and high quality patient care. The staff focuses on a future without cancer that is achieved through initiated and collaborative research in basic, clinical and population science. For more information on NVC I, please visit www.nevadacancerinstitute.org or call (702) 822-LIFE.

Editors Note: Downloadable Photos of Lisa Tenner, Mimi Rogers and their Team Members are available on www.tennerandassoc.com in the media section, as well as thumbnail bios on all of the players.