

World Poker Entertainment Presents
The 2nd Annual Polar Poker Challenge
Team Ice Fishing and Texas Hold ‘em
A benefit for the Miracles of Mitch Foundation

Minneapolis, Minnesota December 1st 2010,---- Ice Fisherman and Poker Players unite for The 2nd annual Polar Poker Challenge, presented by World Poker Entertainment on the frozen waters of Lake Minnetonka, January 29, 2011, at Lord Fletcher’s in Spring Park, Minn. This fundraising event for The Miracles of Mitch Foundation, combines the thrill of Ice Fishing and the challenge of Free Texas Hold ‘em surrounded by a Winter Carnival atmosphere that embraces and celebrates the frozen outdoors as only Minnesotans can.

This true sportsman’s competition, sponsored by Cabela’s, Canterbury Park and KFAN radio pits logo covered teams of 5 against each other as they represent a team sponsor and compete on the ice while their spouses, kids, supporters and friends enjoy a Polar Village filled with winter outdoor activities. Lord Fletcher’s Old Lake Lodge serves as host to this 2nd annual event featuring a late morning Ice Fishing Contest and a uniquely Minnesotan “on ice” experience where participants and their teams will enjoy food, beverage and free Texas Hold ‘em all on beautiful frozen Lake Minnetonka. Yes, the poker is on the ice too.

The Ice Fishing and Texas Hold ‘em are sponsored team experiences where 100 Teams of 5 participants will compete for big prizes from Cabela’s, the title of Polar Poker Team Champion and win their way to \$5,000 in cash courtesy of Canterbury Park. Each Team will also have a personal direct challenge with one other team for bragging rights and to risk some pretty embarrassing consequences. Teams will gather at Lord Fletcher’s starting at 9:30 AM and fish for prizes 11:00 AM to 1:30 PM. Food will be served back at Lord Fletcher’s and The Free Team Texas Hold ‘em tournament will be featured in a large heated tent right on the ice. A maximum of 500 participants (100 teams) will be allowed in the Ice Fishing contest and team poker tournament with Challenge points awarded for both events to crown the Polar Poker Team Champions.

Spectators, friends and family are encouraged to come view the Ice Fishing and Texas Hold ‘em tournament and participate in additional outdoor festivities. A “Polar Village” of games and winter experiences for all ages will take place both on the ice and around the Fletcher’s property. Keeping with the Polar/Winter theme, Broomball, Curling, Snow Ball Target, Ice Sculpture, Dog Sledding, Carriage Rides and other events will be available for all visitors to enjoy. Additional fundraising will be handled through Polar Poker Challenge Pin and logoed apparel sales. Additional information and event updates are available at www.polarpokerchallenge.org

About The Miracles of Mitch Foundation:

The Miracles of Mitch are the daily good works inspired by 9-year-old Mitch Chepokas to help the families of children battling cancer in Minnesota. Sealed with a pinky swear between Mitch and his father, Steve, The Miracles of Mitch Foundation was created to honor Mitch's memory and his desire to support these families during a stressful time in their lives. Founded in 2003, the foundation assists pediatric cancer families by: making mortgage/rent and car payments, purchasing groceries, hosting a five-day summer camp for current and past pediatric cancer patients and their siblings, hosting Minnesota Miracle weekend getaways, and creating specially-tailored quality-of-life initiatives for kids with an advanced stage of cancer. For more information about The Miracles of Mitch Foundation, visit www.MiraclesofMitch.org.

About World Poker Entertainment/The World Poker Store Inc.:

World Poker Entertainment is an international Entertainment Company with operations in Europe, Canada, Mexico, China and the US. The company owns and operates bar poker leagues in multiple countries with upscale Las Vegas style entertainment facilities opening soon in China. With a focus on bringing poker to the masses, WPE partners with charitable organizations world wide to raise awareness and support for various causes. The company also continues to benefit from the support of its advisory board members Phil Hellmuth, Johnny Chan, Marcel Luske, Hoyt Corkins, Patrik Antonius and Liz Lieu. More about The World Poker Store Inc. can be found at www.theworldpokerstore.com.

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