

World Poker Entertainment Presents

Raise Your Hand for Africa

Celebrity Texas Hold 'em Tournament Weekend

Benefiting Pros for Africa and The Starkey Hearing Foundation

Minneapolis, MN December 13th, 2010---World Poker Entertainment (OTC: WPKS) presents Raise Your Hand for Africa a celebrity Texas Hold 'em tournament hosted and co-chaired by poker pro Phil Hellmuth and NFL pro Adrian Peterson February 18th and 19th 2011 in Las Vegas Nevada. Hollywood celebrities, NFL and NBA players and alumni, stars from the music industry, world class poker pros and 500 players and guests will be in attendance. All in an effort to support The Starkey Hearing Foundation and Pros for Africa missions to Africa.

The two charities have joined forces to bring assistance to the women and children of war torn Uganda and this year, they are combining their Missions to bring the gift of hearing, medical attention, food, water and love to those who need it so much. Born through this alliance and through support and event execution provided by World Poker Entertainment, "Raise Your Hand for Africa," a weekend Texas Hold 'em event will bring high profile supporters of both causes to Las Vegas to enjoy a Friday night VIP reception, Saturday Texas Hold 'em tournament and a post tournament party on February 18th and 19th 2011. This star-studded poker event is also slated for television coverage and a possible ESPN feature story among other media vehicles through out the country.

Raise Your Hand For Africa will fund both Starkey and Pros for Africa missions to Uganda and Rwanda in March 2011. Both charities are pulling out all the stops and inviting both past supporters of their cause and also new partners, sponsors and donors that have expressed interest in being involved with this event on February 19th. Both charities have raised money over the past year, most notably the Starkey Gala hosted in St. Paul Minnesota where over 7 Million Dollars was raised to support Hearing missions all over the world. A portion of that money will go directly to the African efforts and Raise Your Hand for Africa will be the final event to round out the dollars needed to do so much more while on the March mission. With 500 seats being sold at \$2,000 the goal of the event is to raise over 1 Million Dollars.

With NFL players Adrian Peterson, Roy Williams, Tommie Harris and Mark Clayton leading the way for Pros for Africa by promoting this event and inviting friends and fellow NFL players and Alumni, this event is a must see for NFL fans around the country. Plus, with the added benefit of The Starkey Hearing Foundation's close ties with Wealthy business owners and philanthropists as well as Hollywood, TV and Music Industry stars, Raise Your Hand For Africa is sure to be one of the most star studded events of the year.

The timing of the event is of great benefit as well. With the Super Bowl a few weeks before and with the Staples Center in LA hosting the Grammy's the Sunday before along with the NBA All Star Weekend on the same weekend, Starkey and Pros For Africa will literally draw additional star power from these events. For more information and to register to attend the event visit www.StarkeyHearingFoundation.org or www.ProsForAfrica.com.

About The Starkey Hearing Foundation:

With "So the World May Hear" as his goal, Starkey Hearing Foundation founder William F. Austin built an organization upon a vision to change the world. Through the efforts of thousands of volunteers and donors around the world, the foundation delivers more than 50,000 hearing aids through more than 100 hearing missions a year in countries stretching from the U.S. to Vietnam. In addition to giving the gift of hearing, the foundation promotes hearing health awareness while supporting research and education.

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 and soon to open upscale Las Vegas style entertainment facilities 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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