



IT'S THE REAL DEAL!

THE WORLD POKER STORE

World Poker Entertainment announces Tavern League of Wisconsin

Battle of the Bars Team Poker Tour and Television Show

Minneapolis, MN July 27th 2010--The World Poker Store inc. (OTC Pinksheets: WPKS) formally announces World Poker Entertainment's launch of The Tavern League of Wisconsin Battle of the Bars Team Poker Tour. Scheduled to commence this fall in over 1000 Tavern League Bars, this Team Poker competition will culminate with a 6 episode television show broadcast throughout the state of Wisconsin. The multiple 8 bar tours are exclusive to Tavern League of Wisconsin bars with each bar fielding a team of eight players to compete in Free Texas Hold 'em tournaments for both entertainment and bragging rights as 64 players meet at the tables each night. Through 125 eight bar tours hosted throughout the state, a total of 1000 bars will participate with Players and Teams competing to qualify for both regional finals and the chance to be seen on TV and crowned Team Poker Champions as part of the televised grand finals. Each participating bar will host one night of their eight week tour and deck their team out with logoed T-shirts, Jerseys and Hats. Each team is awarded points per how their players finish in each tournament and the top teams in accumulated points over the 8 events are sent to the regional finals along with nightly individual winners from each bar who create additional teams. As this is the 75th Anniversary of the Tavern League of Wisconsin, the tour will officially be titled as a celebration of the Tavern League's 75 years of providing entertainment, food and libation for the people of Wisconsin. Pete Madland, Executive Director of the TLW commented, "World Poker Entertainment allows our members to promote their businesses throughout Wisconsin. The tour provides access to customers throughout the state to participate in the fastest growing game in the country and there's no better place to play than at the friendliest place in town, their local tavern."

World Poker Entertainment, producers of the tour and a division of The World Poker Store Inc. is providing the structure and execution of the tour through their poker league website and player performance tracking system. Each night will consist of two Free Texas Hold 'em Tournaments with the first tournament for the Team competition and the second tournament open to regular bar guests for individual play. Both tournaments offer players a chance to qualify to move on to regional finals and then the Grand Finals. Players and Teams are able to track their points, find the games and receive additional information about the tour at www.worldpokerentertainment.com. Chuck Chastain, CEO of The World Poker Store stated, "We are excited to team up with the Tavern League to offer this Wisconsin poker competition culminating with a home grown television show. It's just like American Idol for poker players and what they win is appearing on TV to the envy of all their friends and family. It's truly a no risk opportunity to enjoy an entertaining night out at the bar and a chance for good players to compete and ultimately showcase their skills like the pros do on TV."



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The competition starts this fall with the television show airing in early 2011 throughout the state of Wisconsin. Tavern League Member bars interested in hosting and competing should contact World Poker Entertainment at info@theworldpokerstore.com.

Additional information is available at www.worldpokerentertainment.com.

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

World Poker Entertainment, headquartered in Minneapolis MN, 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 as well as planned 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.

About Tavern League of Wisconsin:

The Tavern League of Wisconsin consists of over 5000 small business owners. The league works on behalf of the licensed beverage industry to promote and protect these small businesses throughout Wisconsin. Additional information about the Tavern League of Wisconsin is available at www.TLW.org

This press release contains information that constitutes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Any such forward-looking statements involve risks and uncertainties that could cause actual results to differ materially from any future results described within the forward-looking statements. The forward-looking information provided herein represents the Company's estimates as of the date of the press release, and subsequent events and developments may cause the Company's estimates to change. The Company specifically disclaims any obligation to update the forward-looking information in the future. Therefore, this forward-looking information should not be relied upon as representing the Company's estimates of its future financial performance as of any date subsequent to the date of this press release.