

WORLD POKER TOUR

BRANDING AND ADVERTISING CAMPAIGN



WORLD POKER TOUR LOGO




WORLD POKER TOUR STATIONARY




WORLD POKER TOUR
 1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Fax: 323.850.2870
 www.worldpokertour.com

WORLD POKER TOUR
 1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Fax: 323.850.2870
 www.worldpokertour.com




Steven Lipscomb
 Chief Executive Officer

1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Call: 313.216.4489
 Fax: 323.850.2870
 slipscomb@worldpokertour.com
 www.worldpokertour.com




Robert L. Cusolito
 Producer

1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Call: 312.543.1261
 Fax: 323.850.2870
 rcusolito@worldpokertour.com
 www.worldpokertour.com




Robyn Moder
 Supervising Producer

1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Call: 310.936.7121
 Fax: 323.850.2870
 rmoder@worldpokertour.com
 www.worldpokertour.com




Audrey D. Kania
 Senior Vice President

1041 North Formosa Avenue
 Formosa Building, Suite 99
 West Hollywood, CA 90046
 Tel: 323.850.2888 Call: 310.936.0871
 Fax: 323.850.2870
 akania@worldpokertour.com
 www.worldpokertour.com

WORLD POKER TOUR
 1041 North Formosa Avenue, Formosa Building, Suite 99, West Hollywood, CA 90046



WORLD POKER TOUR
 1041 North Formosa Avenue, Formosa Building, Suite 99, West Hollywood, CA 90046

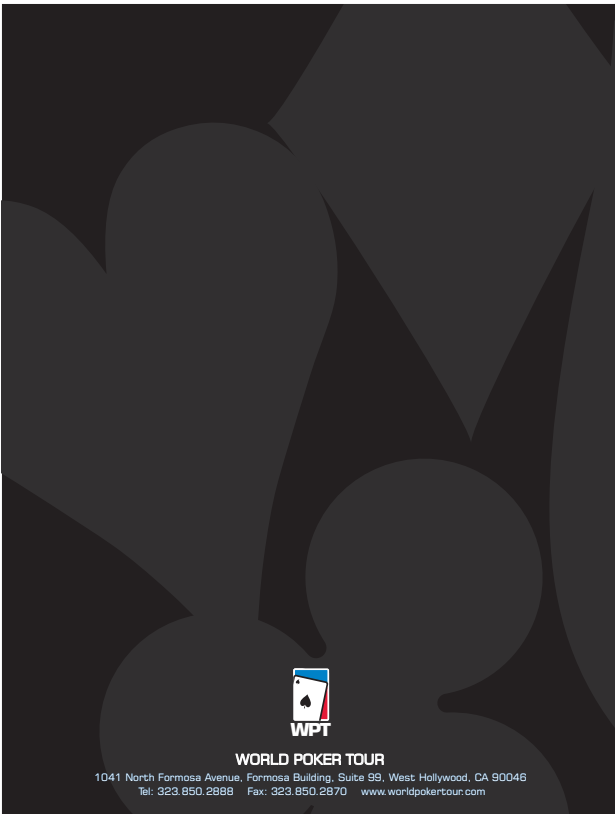
WORLD POKER TOUR PRESS FOLDER



Front



Inside

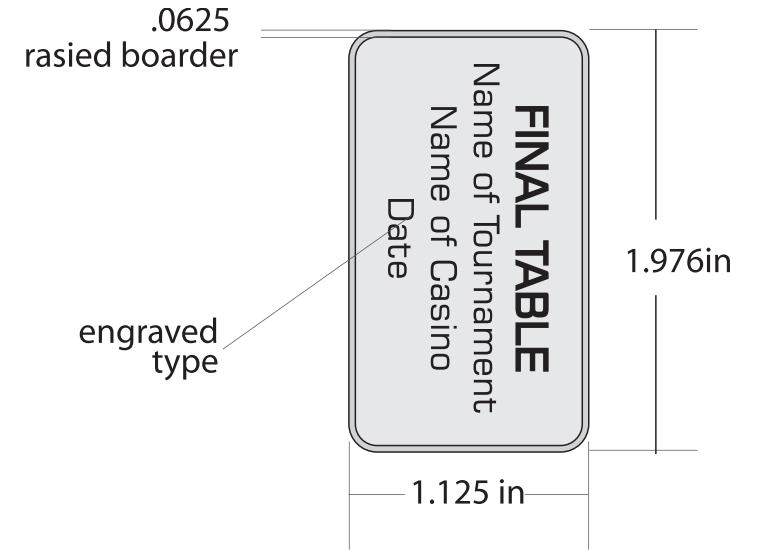
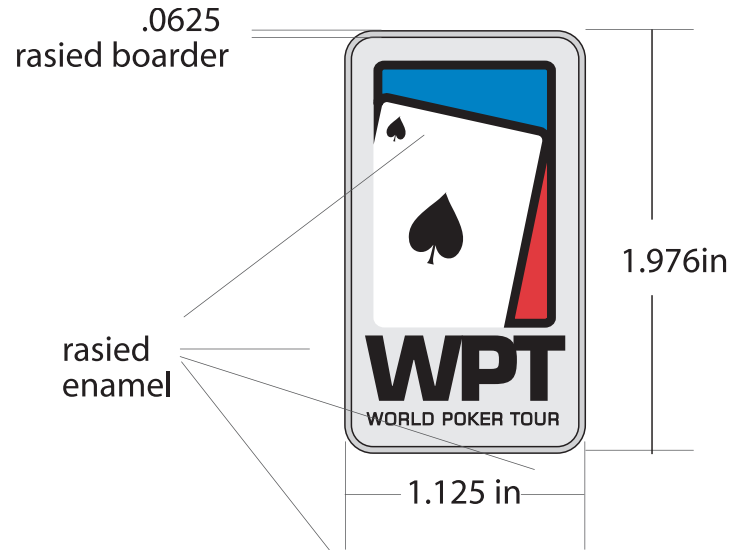


Back

WORLD POKER TOUR TOURNAMENT LOGOS



WORLD POKER TOUR FINAL TABLE INGOT

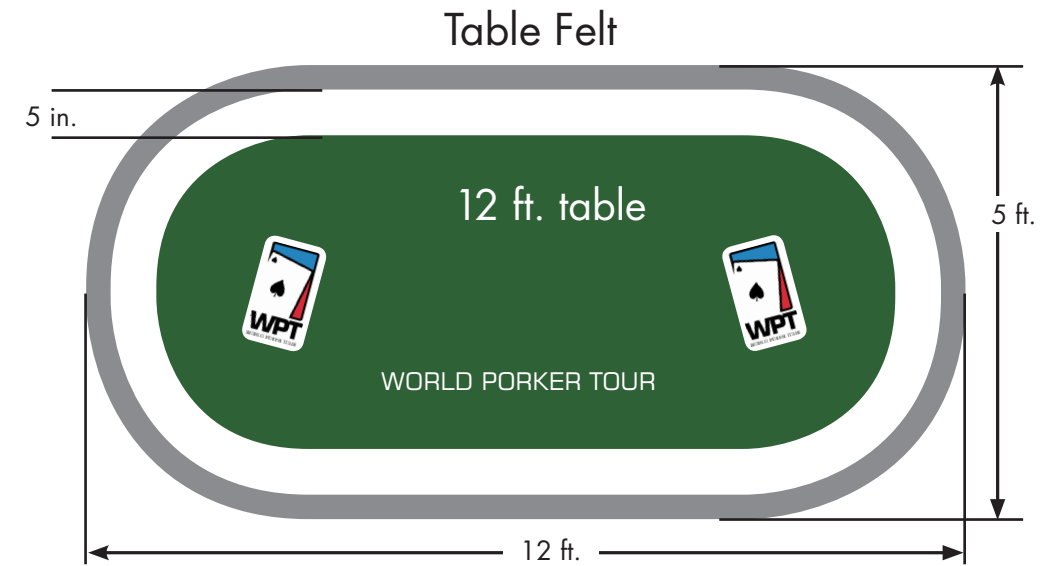
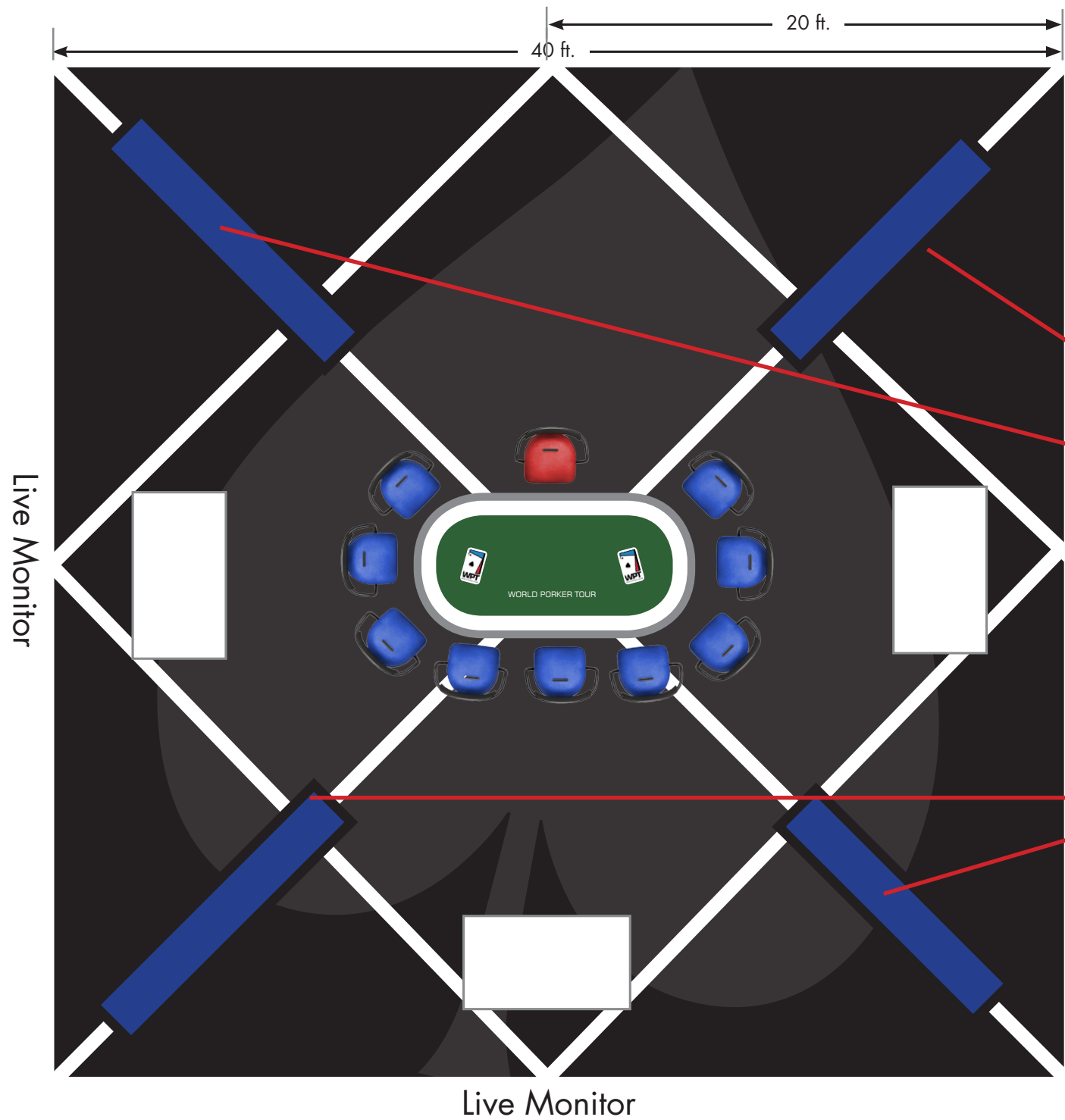


WORLD POKER TOUR CHRISTMAS CARD

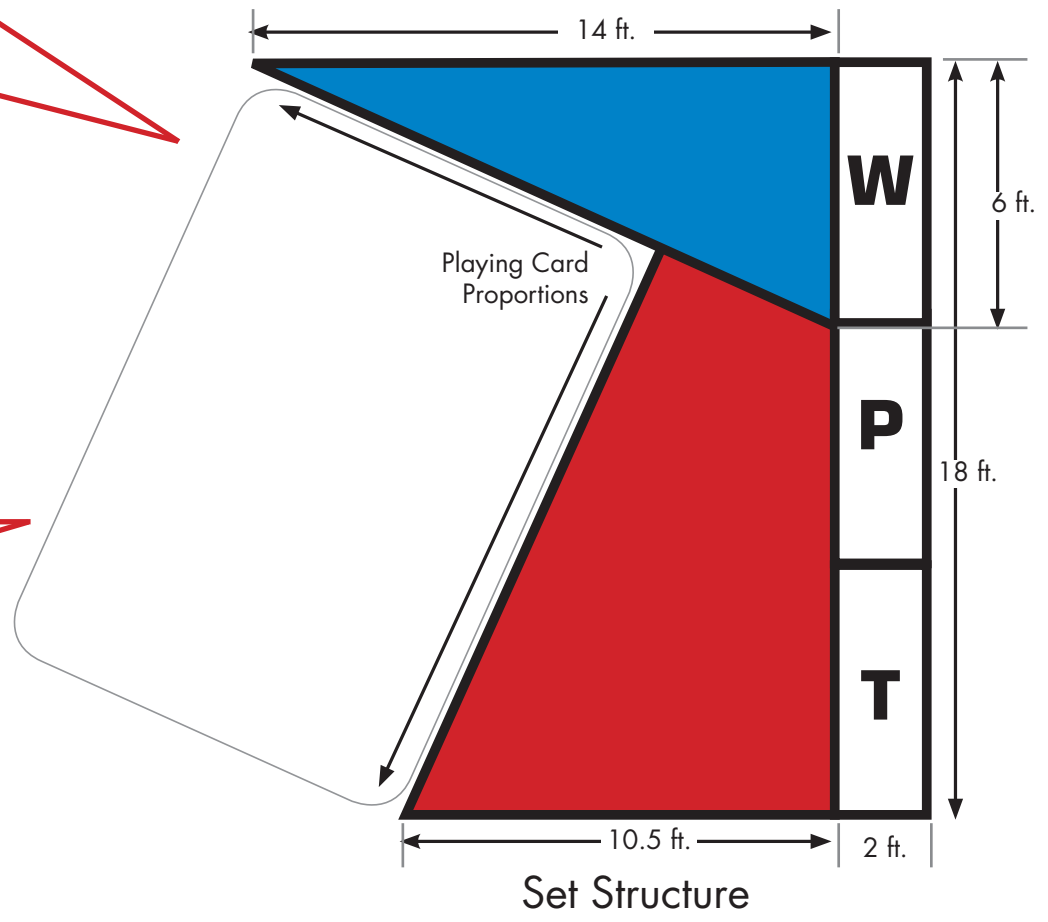


HAPPY HOLIDAYS
May your hands always be full.

WORLD POKER TOUR TRAVELING SET



Live Monitor



Set Structure

WORLD POKER TOUR TRAVELING SET



WORLD POKER TOUR WEB SITE

WORLD POKER TOUR

Top Story
Preview next show
Show hosts
Archives
TV Schedule
WPT Chat

TV SHOW

TOURNAMENTS
Tournament schedule
How to enter
WPT Invitational
WPT Championship
Charter Members
Casinos & Card Rooms

WPT

PRODUCTS
Merchandise & Books

POKER PLAYING
Poker corner
Pro tips
Learn to play
Poker hands
Glossary
Poker myths
Poker Trivia
Favorite home games

Coming Soon
Travel CHANNEL

Contact: Us / FAQ / About Us / Privacy Statement
©World Poker Tour. All Rights Reserved

WORLD POKER TOUR

the thing that person these cards where we are who is coming players winners

shana vince mike

hosts

who
what
where
when

Tøj fise mvisd viesnv dsivhs ifvnm snfeihbv fd n vjn vieyf dkjfsdfdkf dfrks fdjf efns dvnuefu webkdfvn; xioh k djfi servv isd vies nvds iv hsihvna msnfeihbv

WORLD POKER TOUR

the biggest thing in poker since the invention of the poker chip!

the thing that person these cards where we are who is coming players winners

final table

last weeks show

12.05.02

who
what
where

Tøj fise mvisd viesnv dsivhs ifvnm snfeihbv fd n vjn vieyf dkjfsdfdkf dfrks fdjf efns dvnuefu webkdfvn; xioh k djfi servv isd vies nvds iv hsihvna msnfeihbv

WORLD POKER TOUR

the thing that person these cards where we are who is coming players winners

Commerce Casino
February 1-15

BELLAGIO
January 28-31

upcoming tournaments

map
reservations
buy-in
deadline

WORLD POKER TOUR

the biggest thing in poker since the invention of the poker chip!

BELLAGIO	June 1, 2002	Bellagio Las Vegas, NV
THE BICYCLE CASINO	August 31, 2002	The Bicycle Casino Bell Gardens, CA
UltimateBet.com	October 9-11, 2002	UltimateBet.com Aruba
CASINOS EUROPA CARD CLUB	October 18-19, 2002	Casinos Europa Card Club San Jose, Costa Rica
Lucky Chances Casino	November 10-11, 2002	Lucky Chances Casino Colma, CA
FOXWOODS RESORT & CASINO	November 14-17, 2002	Foxwoods Resort Casino Mashantucket, CT
HORSESHOE CASINO & GOLD STRIKE	January 28-31, 2003	Horseshoe Casino/Gold Strike Casino Tunica, MS

tournament schedule

map
reservations
buy-in
deadline

WORLD POKER TOUR WEB SITE (Travel Chanel)

WORLD POKER TOUR
TV SHOW ALL ABOUT POKER TOURNAMENTS STORE SCHEDULE PLAYERS TRAVEL

TRAVEL PACKAGES
TV SHOW SCHEDULE POKER CORNER WPT STORE

LAS VEGAS

Hotels & Reservations

Commerced Casino

to fise mivad vesny deivns dufvafdr drcfs rff erms dvf vn amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv v amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv v amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv

Shows & Tickets

Ads

©2003 World Poker Tour. All Rights Reserved.
Feedback | FAQs | Advertise With Us | Terms Of Service | Privacy Statement | Diversity

WORLD POKER TOUR
TV SHOW ALL ABOUT POKER TOURNAMENTS STORE SCHEDULE PLAYERS TRAVEL

PLAYER PROFILES
TV SHOW SCHEDULE POKER CORNER WPT STORE

"If you're not playing poker you're not living life to its maxium"

Name: Mike Flynn
Age: 37
Home: Miami, Florida
Ranking: 1
Tournaments won: 6
Years as a professional: 8

Rankings & Stats

Ads

©2003 World Poker Tour. All Rights Reserved.
Feedback | FAQs | Advertise With Us | Terms Of Service | Privacy Statement | Diversity

WORLD POKER TOUR
TV SHOW ALL ABOUT POKER TOURNAMENTS STORE SCHEDULE PLAYERS TRAVEL

TOURNAMENTS
TV SHOW SCHEDULE POKER CORNER WPT STORE

February 25-26

Commerced Casino

\$25,000 - \$300 Buy In

to fise mivad vesny deivns dufvafdr drcfs rff erms dvf vn amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv v amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv

April 14-18

Bellagio

\$500,000 Buy In

to fise mivad vesny deivns dufvafdr drcfs rff erms dvf vn amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv v amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv

Registration & Sign-up

CHAMPIONSHIP INVITATIONAL

Name:

Address:

City:

Adresski:

Johnis:

to fise mivad vesny deivns dufvafdr drcfs rff erms dvf vn amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv v amerfnahv fch vjvne v kufi ve mvi a dv eriv vsv

Ads

©2003 World Poker Tour. All Rights Reserved.
Feedback | FAQs | Advertise With Us | Terms Of Service | Privacy Statement | Diversity

WORLD POKER TOUR
TV SHOW ALL ABOUT POKER TOURNAMENTS STORE SCHEDULE PLAYERS TRAVEL

The "TV SHOW"
All About POKER

SUMMARY of last weeks show

PREVIEW of next weeks show

WPT HOSTS

WPT NEWSLETTER

Are you good enough to play at our table?

WPT CHAT

Video Clips

PLAYER PROFILES

RATE THE PLAYERS

CELEBRITY PLAYERS

Message Board

Upcoming Tournaments

Commerced Casino

Bellagio

TOURNAMENTS

January 28-31

February 1-15

CALENDAR

Las Vegas

San Francisco

New York

Ads

©2003 World Poker Tour. All Rights Reserved.
Feedback | FAQs | Advertise With Us | Terms Of Service | Privacy Statement | Diversity

WORLD POKER TOUR
TV SHOW ALL ABOUT POKER TOURNAMENTS STORE SCHEDULE PLAYERS TRAVEL

WPT OFFICAL STORE
TV SHOW SCHEDULE POKER CORNER WPT STORE

8 Great Gifts

Great Deals Under \$20

Larger Sizes

Jeans

Prints

Shirts

Outerwear

Sweaters

Performance Fleece

Sweatshirts

Mens XXL Pullover \$22.00

Mens XXL Pullover \$22.00

Mens 2 \$

Mens XXL Pullover \$22.00

Mens XXL Pullover \$22.00

Mens 2 \$

Product Line

Ads

©2003 World Poker Tour. All Rights Reserved.
Feedback | FAQs | Advertise With Us | Terms Of Service | Privacy Statement | Diversity