



## Joint media release

### International world-class poker tournaments find home at The Star Gold Coast

26 November 2019

The Star Gold Coast continues to build its reputation for drawing mega events to south east Queensland by confirming the arrival of two coveted international poker tournaments early next year.

Teaming up with World Poker Tour (WPT) for a second time, and Poker Central for the first time, The Star Gold Coast will have some of the world's leading players competing for multi-million dollar prize pools across 11 days starting on the Australia Day weekend.

The 'Australian Poker Open' will run for eight days from Saturday 25 January, while 'Super High Roller Bowl Australia' – with buy-ins of \$250,000 – will be contested over three days from Sunday 2 February.

The Super High Roller Bowl Australia will see poker professionals playing for a purse of around \$5 million, making it one of the richest three-day tournaments in the world.

The Star Gold Coast COO Jessica Mellor said both tournaments, held previously in destinations including China and the United Kingdom, were coming to Australia for the first time.

They follow the success of the first WPT Festival on the Gold Coast last month, staged in The Star Gold Coast's new state-of-the-art poker space.

"Now that we have signed with WPT and Poker Central, we couldn't be more excited about some of the world's top poker players coming to our property for a thrilling 11 days of high-stakes poker next year," Ms Mellor said.

"WPT and Poker Central were looking to extend their international footprint, and for us it created the perfect opportunity to show why The Star Gold Coast is the true home of poker in Australia.

"It's also a further example of how we're promoting the Gold Coast to the world and driving more tourism to the region. We're committed to the Gold Coast, we're committed to tourism, and bringing such high-profile events to the Gold Coast ensures we're assisting this city to showcase its ability to compete with international markets.

"Earlier this year, we were officially recognised as one of the world's best integrated resorts. Introducing these tournaments to Australia for the first time only strengthens that reputation for staging global events and attracting the biggest names in entertainment, business, and sport."

"Creating the Australian Poker Open and Super High Roller Bowl Australia represents a key milestone for Poker Central and an important moment for our business as we further our international reach," said Sampson Simmons, President of Poker Central.

“As we bring our premier high roller event brands to new players and new destinations around the globe, such as The Star Gold Coast, our PokerGO streaming subscribers continue reaping the rewards of captivating poker content featuring the world’s best players.”

Both events will stream exclusively on PokerGO, Poker Central’s OTT streaming service.

The Australian Poker Open will have a total of seven different events over eight days, with buy-ins ranging from \$10K-\$100K in varying poker formats, including No Limit Hold’em, Pot Limit Omaha, and Short Deck. The player who earns the most High Roller of the Year points during the series will be named the Australian Poker Open Champion and will receive the first-ever Australian Poker Open trophy.

Super High Roller Bowl Australia is a three-day event with a buy-in of \$250,000 and includes a single re-entry option. In addition to the multimillion-dollar first place prize, the event’s winner will receive the custom-designed Super High Roller Bowl Australia championship ring. As is customary across other Poker Central high roller events, the first on-time entry in all events will be rake-free.

#### **Schedule of events:**

- 25 January – Australian Poker Open Event #1: \$10K No Limit Hold’em
- 26 January – Australian Poker Open Event #2: \$10K Pot Limit Omaha
- 27 January – Australian Poker Open Event #3: \$10K No Limit Hold’em
- 28 January – Australian Poker Open Event #4: \$25K Pot Limit Omaha
- 29 January – Australian Poker Open Event #5: \$25K No Limit Hold’em
- 30 January – Australian Poker Open Event #6: \$50K No Limit Hold’em
- 31 January – Australian Poker Open Event #7: \$100K No Limit Hold’em
- 2 February – \$250K Super High Roller Bowl Australia

#### **ENDS**

#### **About PokerCentral®**

Poker Central is the ultimate destination for fans of poker tournaments, cash games, and lifestyle away from the tables. Poker Central delivers poker’s most premier live events around the world via PokerGO, its direct-to-consumer OTT subscription service, as well as through network television distribution. PokerGO delivers over 100 days of live poker on an annual basis alongside a video-on-demand library that features original series and classic poker programming. Streaming and televised tournaments include its owned tournaments, such as Super High Roller Bowl, Poker Masters, and U.S. Poker Open, along with The World Series of Poker and WPT final tables, among others. For more information, visit [www.pokercentral.com](http://www.pokercentral.com) and [www.pokergo.com](http://www.pokergo.com).

#### **About the World Poker Tour**

World Poker Tour (WPT) is the premier name in internationally televised gaming and entertainment with brand presence in land-based tournaments, television, online, and mobile. Leading innovation in the sport of poker since 2002, WPT ignited the global poker boom with the creation of a unique television show based on a series of high-stakes poker tournaments. WPT has broadcast globally in more than 150 countries and territories, and is currently producing its 18th season, which airs on FOX Sports Regional Networks in the United States. Season XVIII of WPT is sponsored by ClubWPT.com. ClubWPT.com is a unique online membership site that offers inside access to the WPT, as well as a sweepstakes-based poker club available in 35 states across the United States. WPT also participates in strategic brand license, partnership, and sponsorship opportunities. WPT Enterprises Inc. is a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE). For more information, go to [WPT.com](http://WPT.com).

## **About The Star Gold Coast**

Since its inception in 1985, The Star Gold Coast has become the coastal city's most iconic tourism and entertainment destination and today welcomes around 3.5 million visitors a year through its doors. Owned and operated by The Star Entertainment Group, the property has continued to evolve significantly since embarking on an extraordinary transformation, and has become home to some of the nation's biggest events including the first World Poker Tour in Australia. Along with its consortium partners, the company is currently building a \$400 million, 53-storey first mixed-use tower at The Star Gold Coast, which will bring the internationally-acclaimed Dorsett hotel brand to Australia for the first time when it opens around 2022. Further, the partners have approval for an additional \$2 billion-plus masterplan for The Star Gold Coast, which includes an additional four towers and resort amenities.

### **For more information:**

- Naomi Jamieson, Media Manager, The Star Entertainment Group, 0419 661 648