



May 2011

In December 2010, Caesars Interactive Entertainment, Inc. (CIE), a subsidiary of Caesars Entertainment Corporation, announced that the World Series of Poker, the world's longest-running and richest poker brand, has entered into an exclusive agreement with Italian based Microgame S.p.A. to align the WSOP brand with People's Poker powered by Microgame throughout the country. Under terms of the agreement, Microgame and CIE will work together exclusively to market the WSOP brand in Italy, both with online and offline satellite poker tournaments and promotions.

CIE is the owner of the World Series of Poker brand and its trademarks which includes, but is not limited to, the World Series of Poker, World Series of Poker Europe, WSOP and WSOPE word marks and their corresponding logos and designs (the "WSOP IP"). Protection of the valuable World Series of Poker brand is a priority for CIE. As poker operators in Italy, we wanted to take an opportunity to notify you that a license is required in order to the use the WSOP IP in connection with any event or promotion including the giveaway of any seats as prizes. On a limited basis and subject to Microgame's approval there may be an opportunity to be granted a license in Italy. Any requests for licensing should be directed by email to Ben Dalfen, (bdalfen@caesars.com).

Please note that the license will not be effective until the date CIE executes a copy of the license and delivers it back to the licensee. No rights to use the WSOP IP shall be granted until such license is executed and approved and any applicable payment(s) have been made to and received by CIE. CIE reserves the right, in its sole discretion, to reject and refuse any license submission.

Those operators which are licensed will be able to use the WSOP IP subject to the terms of the license. Those that do not obtain a license or use the WSOP IP inappropriately will be subject to CIE's enforcement procedures and policies, which include restriction of a player's admittance to a WSOP event.

We are very excited about being a part of the growth and future of poker in Italy.

Ty Stewart

Executive Director, WSOP

Fabrizio D'Aloia

CEO, Microgame S.p.A.