



<http://www.pokerpages.com/PII>

GETTING THE MOST OUT OF THE POKERPAGES.COM INDUSTRY INDEX:

WHAT IS THE POKERPAGES.COM INDUSTRY INDEX (PII)?

The PokerPages.com Industry Index (PII) is an index measuring key aspects that drive the poker industry and begs the question; is poker bigger this year than the last? The PII has been created to put the public's finger on the pulse of the poker industry. PokerPages.com's Key Index measures the changes in Total Dollar Buy-ins vs. the same period in the previous year. The PII also includes two other categories; the Entrants Index and the Average Buy-in/ Entry Index. The three result in a comprehensive look at the health and trends of the poker industry.

PII: COPYRIGHT OF POKERPAGES.COM

The PII was created for the public and reproduction permissions are granted by following our simple Referencing Policy below:

Referencing Policy: It's Easy to Reference the PokerPages.com Industry Index (PII) Send an e-mail (to PII@pokerpages.com) with a link or attachment with your article or story and we'll include it on our PokerPages.com Industry Index: In the News page.

In Print—All data and quotes involving the PokerPages.com Industry Index used in print or offline publications needs to be referenced in the following manner: "PokerPages.com Industry Index :PII (pii.pokerpages.com)"

Online—All data and quotes involving the PokerPages.com Industry Index displayed online must contain a live link back to the PokerPages.com Industry Index Page; pii.pokerpages.com or PokerPages.com Industry Index.

If you have any questions about our referencing policy please contact us at PII@pokerpages.com

HOW OFTEN IS THE POKERPAGES.COM INDUSTRY INDEX RELEASED?

The PII is released on a monthly basis. The Press schedule for 2006:

April 11th, May 9th, June 7th, July 11th, August 8th, September 6th, October 10th, November 7th, December 6th.

POKERPAGES.COM INDUSTRY LEADER:

PokerPages.com is the industry leader in world-wide tournament poker coverage. PokerPages.com has relationships with over 600 casinos and has been reporting poker results since 2000, creating the largest global database of poker players and tournaments. Accounting for over 1.1 Million tournament entries.

HOW IS THE INDEX CALCULATED?

The PII is composed of direct comparisons of Total Buy-in\$, # of Entrants and Average Buy-in\$/Entry to the same period in the previous year. Giving us a comprehensive look at whether the industry is continuing to grow and how fast. The index is Calculated in the following way:

$$\text{PII: Buy-In Index} = \frac{\text{Total Buy-in \$ (Current Period)}}{\text{Total Buy-in \$ (Previous Period)}} \times 100$$

Example:

$$\begin{aligned} \text{PII: Buy-In Index} &= \frac{\text{Total Buy-in \$ (January 2006)}}{\text{Total Buy-in \$ (January 2005)}} \times 100 \\ &= \frac{\$37,472,425}{\$26,615,750} \times 100 \\ &= 141 \end{aligned}$$

A value of greater than 100 indicates a growth in the industry (a growth of 41% in example). A value of less than 100 indicates a decline in the industry. Both the Entrants and Average Buy-in/Entry Indexes are calculated in the same manner. All values are to be used as indicators and not exact values of industry growth.

WHAT IS INCLUDED IN THE INDEX?

PokerPages.com collects tournament data from all around the world and has created a database that represents the vast majority of tournaments played globally. In doing so, we are able to use this information to provide the public with an indicator of the industry as a whole. PokerPages.com Industry Index includes the publicly reported results of live tournaments of major and minor buy-ins at more than 600 casinos worldwide, including all of the major poker circuits (World Poker Tour, World Series of Poker, and the European Poker Tour).). The PokerPages.com Industry Index does not include free roll or charity events.

To provide the most up-to-date and relevant data, the PokerPages.com Industry Index collects results up to 30 days past the end of the month. All results recorded from the previous month will be included in the Index within this 30 day period. Therefore, values on the Index pages may change slightly over the month, but will not affect the Index in a large degree.



INDUSTRY INDEX

PokerPages.com

DETAILED FEATURES SHEET

<http://www.pokerpages.com/PPII>

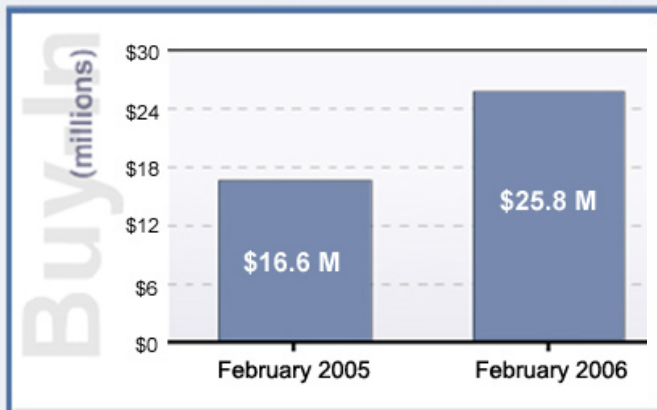
POKERPAGES.COM BUY-IN INDEX

LATEST INDEX COMPARISONS

Latest Index—The most current Buy-in Index gives us the key indicator of how big the industry is, and if its growth is continuing at the pace of last year.

The Past 12 months—This allows us to review the past 12 month by month index values.

Historical—Taking a look at how the industry has grown as it has entered into the main stream.



POKERPAGES.COM ENTRANTS INDEX

12 MONTH COMPARISONS

Latest Index—The most current Buy-in Index gives us the key indicator of how big the industry is, and if its growth is continuing at the pace of last year.

The Past 12 months—This allows us to review the past 12 month by month index values.

Historical—Taking a look at how the industry has grown as it has entered into the main stream.



POKERPAGES.COM AVERAGE BUY-IN INDEX

HISTORICAL VIEWS

Latest Index—The most current Average Buy-in/Entry Index allows us to see how the buy-in structures are changing. What is the average amount that a player pays to be in a tournament.

The Past 12 months—This allows us to review the past 12 month by month index values.

Historical—Taking a look at how the buy-in structures have changed since poker has entered into the main stream.

