

## **POKERSTARS AND CASINO GRAN MADRID TO OPEN NEW POKER ROOM**

ONCHAN, ISLE OF MAN / MALTA – DECEMBER 20, 2012 – PokerStars, the world’s largest online poker site, has reached an agreement with Casino Gran Madrid, the biggest casino in Spain, for a new state-of-the-art PokerStars-branded poker room at Casino Gran Madrid, which will deliver the highest-quality live poker experience.

The new poker room will accommodate more than 200 poker players and will feature more than 20 tables primarily focused on offering tournaments. The two companies will promote the new room on-site at Casino Gran Madrid and on [www.pokerstars.es](http://www.pokerstars.es). The room is currently under construction and is scheduled to open in the first quarter of 2013.

“Casino Gran Madrid is the premier casino destination in Madrid, which we already work with to host some of the largest and most successful poker tournaments in Spain,” said Guy Templer, Group Head of Business Development for PokerStars. “Establishing a permanent PokerStars-branded poker room in the casino will give more players the opportunity to play world-class poker with the high-quality player experience that PokerStars is known for.”

Paula Arriaga, Deputy General Director at Casino Gran Madrid, agreed by stating that the poker room will be designed based on the key concept of the ‘player experience’. She said: “The poker room, with an innovative interior design, has been created to take poker to a new level – this extra dimension will catch the interest of all national and international players. Our ambition is to create an amazing atmosphere to play poker, adapting the lighting, the seats and the audiovisual support to the needs of the poker player.”

### **Live events**

The poker room will host a regular schedule of live tournaments along with monthly and quarterly special events, with a wide range of buy-ins to satisfy all types of players. With the massive player liquidity and clever marketing that PokerStars is known for, along with the operational expertise brought by Casino Gran Madrid, the new poker room is expected to serve more than 20,000 players a year. The poker room will also host educational sessions, special high-roller events and will occasionally be visited by poker pros and celebrities.

### **About Casino Gran Madrid**

Casino Gran Madrid, the first casino in Madrid, opened its doors on October 14, 1981. After 31 years, it is still one of the biggest entertainment centres in Europe by number of visits per year (500,000 in 2012), number of tables and number of slot machines. Since it opened, 17 million visitors have passed through its doors. On May 17, 2011 it also opened an online casino, attaining the first legal online casino license in Spain ([www.casinogranmadrid.es](http://www.casinogranmadrid.es)), as well as having the first live roulette programme on a Spanish TV channel (Marca TV). The Group Gran Madrid also manages Casino de Torrelodones (Madrid), Casino de Torrequebrada (Malaga) and Gran Casino Cartagena (Murcia).

**About PokerStars**

PokerStars operates the world's most popular online poker sites, serving a global poker community of more than 50 million registered members. Since it launched in 2001, PokerStars has become the first choice of the world's top players, with more daily tournaments than anywhere else and with the best security online. More than 90 billion hands have been dealt on PokerStars.com, which is more than any other site.

PokerStars.com and PokerStars.eu operate under licenses from the Isle of Man and Malta governments, respectively. PokerStars also operates under separate government licenses in Belgium, Denmark, Estonia, France, Italy and Spain.

PokerStars is a member of The Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt Poker and the European Poker Tour.