

AUSSIE MILLIONS

POKER CHAMPIONSHIP

NEWS AND PICTORIAL ALERT

THE \$250,000 CHALLENGE

THE LARGEST POKER TOURNAMENT ON THE PLANET

Saturday 28 January 2012 at 4:00pm

Melbourne, Australia. Friday 27 January 2012. In 2011, Crown's Aussie Millions Poker Championship hosted the largest poker tournament on the planet, which saw an astounding 20 players entering the \$250,000 Challenge, creating a prize-pool of \$5,000,000.

The poker world will again be transfixed, as Crown repeats history on Saturday 28 January 2012, when the \$250,000 Challenge is staged in the official film studio of the Aussie Millions 'Studio 3'.

Crown's Aussie Millions has rapidly become a high-stakes tournament destination for the elite, with Crown providing top players in the world with a high-stakes playground, unrivalled anywhere else in the world.

The Aussie Millions \$250,000 Challenge will be filmed and developed into a television series for an international audience, exceeding 100 million. 2012 developments will see the television production expanded throughout the US and the European markets, that will further increase the audience and exposure of the event, Melbourne and Crown.

EVENT:	2012 Aussie Millions Poker Championship Event Number 20: \$250,000 Challenge
DATE:	Saturday 28 January 2012
TIMINGS:	4:00pm
MEDIA:	For media accreditation please visit www.aussiemillions.com/media-accreditation
LOCATION:	Studio 3 (Level 3 West End, Crown Entertainment Complex)
LIVE REPORTING:	For live, minute by minute results and updates visit www.pokernews.com / http://www.aussiemillions.com/live

For further information, interviews or images please contact:

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