



FOR IMMEDIATE RELEASE:

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THE POKER CAPITAL OF THE WORLD: **COMMERCE CASINO**

Why go to Las Vegas? Los Angeles is actually home to the largest poker casino in the world. Known as “The Poker Capital of the World”, Commerce Casino is nestled in the heart of Southern California and is a poker player’s dream. With more than 243 total gaming tables, Commerce Casino features just about every form of poker including Limit and No Limit Hold ‘Em, 7-Card Stud, Omaha, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw, Low-Ball, and many others.

Commerce Casino offers a well-lit, comfortable, relaxing, quiet (no ringing slot machines) and smoke-free environment, plus a welcoming and friendly staff, who are quick to provide assistance and instruction at the request of players. It has attracted a growing clientele who find recreational gaming close to home preferential to hopping a plane to Las Vegas.

Better yet, styled like an elegant Assyrian palace, Commerce Casino has everything a Vegas casino offers—a full service hotel, superb dining establishments, spa, pool and sundeck, banquet rooms, shops and entertainment!

The Crowne Plaza Hotel at Commerce Casino, which opened in 2001, features 200 well-appointed deluxe guest rooms and suites with fully stocked mini bars, three telephones, high-speed internet connection, and—in selected rooms—Jacuzzi-style baths. Rooms on the Priority Club floors offer a private lobby lounge with complimentary continental breakfast and evening hors d’oeuvres.

Guests may luxuriate in Splash day spa and beauty salon, which features a host of therapeutic and rejuvenating hair, facial and body care treatments for men and women.

Known for its excellent international cuisine, Commerce Casino presents a collection of enticing restaurants, including:

- Eden Restaurant, the signature restaurant serving breakfast, lunch & dinner
- G.T.'s Sushi Bar
- The Las Vegas Buffet, open 24 hours, offering a wide variety of hot & cold items
- The Arena Sports Bar & Grill, which showcases live sports coverage via satellite broadcasts and multiple large screen televisions has a large selection of items from different countries.
- The New York Deli, which serves a variety of delicatessen and daily specials.
- Tropical Snack Bar offering Krispy Kreme doughnuts, Starbucks coffee, hot dogs, tacos, fresh juices and more!

Commerce Casino also provides tableside dining to all seated players so that patrons do not miss a minute of the action.

After dinner, guests can enjoy live entertainment and dancing. Commerce Casino also presents special entertainment events including its annual Comedy Show of Stars. The most recent event in January featured Louis Anderson, Rudy Moreno, and Sherri Shepherd (ABC's *Less Than Perfect*.)

If you're looking for a party room, the facility also includes a 20,000-square foot "pillar-free" meeting and banquet space, with lush tropical gardens and sparkling waterfalls.

But let's not forget Commerce Casino's wide array of gaming opportunities. Known for its variety of games and limits, Commerce Casino caters to a vast variety of gaming enthusiasts, offering No Bust Blackjack, Caribbean Stud, 21st Century Baccarat, Pan, and Pai-Gow, as well as all the limits and variations of poker. Free gaming instruction is available for any newcomers. All the games are fun, easy to learn and exciting to play.

Commerce Casino also plays host to corporate casino nights. There is always a Player Relations director on site to assist individual players and groups.

"We play host to guests from around the world," says Tim Gustin, Casino Manager. "But our core clientele are folks right here in Southern California. Commerce Casino is perfect for a little mini-getaway, an evening of gaming, entertainment and dancing, a little Las Vegas-like pampering, or a bachelor party romp. We are a hidden gem in the middle of the city and we'll make you feel like an honored guest."

Commerce Casino, seven miles south of downtown Los Angeles and a stone's throw from Disneyland, is located at 6131 East Telegraph Rd., Commerce, CA 90040, just off the Santa Ana (5) Freeway at the Washington Blvd. exit. The phone is (323) 721-2100. For more information, go to www.commercecasino.com.



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CELEBRITY SIGHTINGS COMMON AT COMMERCE CASINO,
POKER ROOM TO THE STARS

With its proximity to Hollywood it is no surprise that Commerce Casino has become the Poker Room to the stars. However it is not just location that has made Commerce a favorite with the film and television stars who are poker enthusiasts. It is also the relaxed atmosphere that is well lit, casual and comfortable. No ringing slot machines, no high pressure expectations, no hordes of waiting fans.

To make them feel even more at home, the team at Commerce Casino goes out of its way to treat them just like other poker players. The only privilege granted is the right to privacy, which is zealously protected. It is not usual to see Ben Affleck, Tobey Maguire, Leonardo DiCaprio, Lou Diamond Phillips, James Woods, Maurice Chestnut, Jennifer Tilly and others at the Commerce poker tables for tournaments or occasional regular play.

Ben Affleck, a true student of the game, raised his poker profile considerably and gained respect among poker pros when he won Commerce Casino's 2004 California State Poker Championship. Affleck earned a cool \$356,400 for first place, and a seat at the World Poker Tour Championship at the Bellagio in April 2005. He proudly displayed his Commerce Casino California State Poker Championship trophy for the elite group of Hollywood heavyweights with whom he plays weekly. Affleck, who has played in a number of the World Poker Tour events, paid tribute to such WPT pro players as Annie Duke, Antonio Esfandiari and Allen Cunningham, as well as Gabe Kaplan, the former actor-turned poker pro, for tutoring him.

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The Commerce Casino is also home to the glitziest event on the World Poker Tour each year, the WPT Invitational. This star-studded celebrity pro-am gives the Hollywood crowd a chance to ante up against the best poker players in the world. Many picked up tips from the pros who didn't mind sharing their expertise. The \$200,000 freeroll tournament has attracted such players as James Woods, Ben Affleck, Tobey Maguire, Lou Diamond Phillips, Ray Romano, Dean Cain, Brad Garrett, Ron Livingston, Mimi Rogers, Stephen Collins, Ed Asner, Jennifer Tilly, Jon Favreau, Mena Suvari, Sharon Lawrence, David Sutcliff, Norm McDonald, Sara Rue, Richard Karn, Willie Garson, Krista Allen, Lolita Davidovich, David Foley, Jerry Buss, Robert Wuhl, Danny and Chris Masterson and more.

Ranging from rank beginners to well-respected Hollywood poker veterans, they acquitted themselves with aplomb.

"We are very proud that some many of the Hollywood poker elite consider the Commerce Casino their home away from home," said Tim Gustin, Commerce Casino's Casino Manager. "We try to make *everyone* feel comfortable—to us every casino customer is a celebrity. Whether you park cars, sell insurance or star in a weekly television show, at Commerce Casino you get first class treatment."



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BRING YOUR HOME GAME TO COMMERCE CASINO

New Promotion Lets Poker Players Hold Birthdays, Bachelor and Bachelorette Parties at Casino with “Real” Dealers and VIP Treatment

Commerce Casino Home Game is a Great Way to Entertain Out-of-Town Guests

Commerce, CA -- Tired of holding your home poker game in the same environment every week? Or maybe you and your friends are just beginning to play, but are intimidated about venturing out to play in a casino on your own? Then, of course, there are those great excuses for a party—birthdays and bachelor/ bachelorette celebrations—that are cashing in on the poker boom as a party theme. Maybe you’re looking for a new way to entertain out-of-town guests?

For all those reasons Commerce Casino is offering to let you “Bring Your Home Game to Commerce Casino.” The new promotion gives beginning or intermediate poker players VIP treatment with a special game created just for nine personal friends and family members.

Commerce provides instruction, the dealer, the pit boss, cards, chips and even some poker snacks. The Home Game coordinator will help make dinner reservations at one of the four restaurants on the property or arrange hotel rooms at the well-appointed Crowne Plaza Hotel which is part of the hotel/casino complex.

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“We let the party host pick the games and the stakes,” explains Dave Mosikian, the Commerce Casino’s Home Game Director and Player Relations Manager. “With beginning groups, we start with instruction--no money exchanging hands--then progress to low stakes poker, \$1 or \$2 per hand. It’s a great opportunity to make all your beginner mistakes amongst your friends and family. There will be no strangers scowling at you when you make your first bonehead errors. We keep it fun and light. You experience the intimacy of a home game in a professional environment.”

Home game players can select from the wide arrange of poker games that Commerce offers, including Limit and No Limit Hold ‘Em, 7-Card Stud, 7-Card Stud Hi-Lo, Omaha, Omaha Hi-Low, Razz, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw and Low-Ball. Commerce is considered the “Poker Capital of the World” with more than 230 gaming tables on the property.

An added bonus is that Commerce Home Game players can participate in the casino jackpots. In the past 12 months, Commerce Casino has paid out \$11.9 million in jackpots. Interestingly, these jackpots are paid to the highest hand that *doesn't win*—the best “bad beat.” Here’s how that works. If you play poker and lose with aces full or better to four-of-a-kind or better, you will receive 60% of whatever the jackpot holds at that time; the winning hand will receive 20% and the other players at the table will split the remaining 20%. The jackpot in an average \$3-\$6 per hand Hold’em game might amount to as much as \$10,000. These jackpot amounts are doubled Sunday through Thursday 4pm-5pm and 9pm-10pm. Also, between 11am-12pm and 7am-8 pm daily, Commerce Casino offers a \$100,000 Super Jackpot for Hold’em. This requires a hand that loses with four sixes or better and at least once each month a lucky player wins this jackpot for himself and his fellow tablemates.

Commerce Casino, seven miles south of downtown Los Angeles, is located at 6131 East Telegraph Rd., Commerce, CA 90040, just off the Santa Ana (5) Freeway at the Washington Blvd. exit. To book your Home Game at Commerce Casino, phone (323) 721-2100 and ask to be connected to the Home Game coordinator. For more information, go to www.commercecasino.com.



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COMMERCE CASINO HOSTS TWO WORLD CLASS POKER TOURNAMENTS IN FEBURARY

The L.A. Poker Classic and WPT Invitational to Be Televised on the World Poker Tour

COMMERCE, CA – If you love poker, the place to be this February is at Commerce Casino. Play it or watch it, poker will take center stage in the heart of Los Angeles, when Commerce Casino hosts the L.A. Poker Classic Championship event Feb. 17-21 and the World Poker Tour Invitational Feb. 22-23.

The L.A. Poker Classic Tournament includes a series of poker events where poker players can still either buy-in or win their way into individual events by entering satellite tournaments. Scheduled are Limit Hold 'Em, Stud Hi/Low Split, Pot Limit Omaha High, 7-Card Stud, Omaha Hi/Low Split and Stud Hi/Low Split tournaments.

The showcase event to be televised on the World Poker Tour (Travel Channel, Wednesday nights at 9 p.m. PT/ET) is Commerce Casino's No Limit Hold 'Em Championship event. It has a \$10,000 buy-in and is expected to draw more than 400 players. The anticipated prize pool is more than \$7 million, and the first place winner will likely go home with a \$2 million payday. Feb. 16 is One Table Satellite Day - an entire day of satellites dedicated to win entry into the \$10,000 Championship event. For more information, please contact Commerce Casino or visit: www.commercecasino.com.

"Our field will consist of poker professionals, talented amateurs and newcomers (both men and women) who are drawn to the game of No Limit Texas Hold 'Em because of the popularity of the World Poker Tour on television," said Tim Gustin, Commerce Casino's Casino Manager. "It'll be a lively and spirited tournament spotlighting some of Southern California's best versus top players from around the world. These kinds of prize pools are really stimulating the competition."

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On the 22nd, you'll only be invited to play in the WPT Invitational if you are a film, television or sports celebrity, or a poker player who is already entered in the World Poker Tour Championship in April. The prize pool for the tournament is \$200,000. The celebrities will also be playing for a \$25,000 seat in the WPT Championship and \$5,000 for a charity of their choice.

However, if you'd like to watch either of these final tables (Feb. 21 and Feb. 23 respectively), it's first come, first serve in the viewing stands. The World Poker Tour reserves a limited number of seats for spectators during the filming of the shows. You'll want to come early in order to secure a seat.

The L.A. Poker Classic will air on The Travel Channel on during the WPT's Season IV, which begins airing in March.

Commerce Casino is the largest poker casino in the world. There are more than 200 poker tables featuring just about every form of poker: Texas Hold 'Em, 7-Card Stud, Omaha, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw, Low-Ball and many others. Also offered are Pan and California games.

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CALIFORNIA STATE POKER CHAMPIONSHIP HOSTED
BY COMMERCE CASINO EACH SEPTEMBER

Event Caps Commerce Casino's Year 'Round Tournament Schedule For Players of All Skill Levels

If you have a hankering to “try your hand” at tournament play—whether a novice or an experienced veteran—than the Commerce Casino has a full slate of opportunities for you. Get experience playing face-to-face with players of all skill levels and improve your game under tournament conditions. Who knows? It might be you playing for all that cash heads-up at the final table.

A good way to start out playing tournament poker at Commerce is the weekly \$100 buy-in Texas No Limit Hold 'Em Tournament on Tuesday at 5 p.m. and Thursdays at 11 a.m. This tournament includes one re-buy, meaning that if you lose your chips, you can spend another \$100 to play further, but no additional re-buys are permitted. If you lose that stack, it's time to adjourn to the snack bar. The stakes for this tournament generally feature an \$8000 prize pool, with first prize being in the neighborhood of \$3,200 .

Players can then graduate to the Sunday 5 p.m. \$330 buy-in tournaments. These also each have a one optional re-buy policy. You will see many of the same poker faces week in and week out. The prize pool is usually is around \$33,000, with around \$18,000 to the winner.

In May, Commerce Casino hosts the Heavenly Hold'em Event, a well regarded series of tournaments that drew more than 5236 players in 2005 over its 17 days. Buy-ins run \$100 to \$1500 with a prize pools in the hundreds of thousands. In 2005, seven events exceeded \$100,000 and the biggest one capped out at \$395,275. This is a great introduction for the beginning tournament player.

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Each year in leading up to Thanksgiving and the holiday season, Commerce also stages its Holiday Bonus Tournament. Played over 17 days, it features limit and no limit games with buy-ins of \$100-\$540-\$2,580. \$15,000 is awarded to the best all-around player, the person who records the highest point total for in-the-money finishes over the two weeks. At least two of the 17 events in the Holiday Bonus Tournament boasts a \$250,000 guarantee to the winner. The total prize pool for the two weeks is estimated at more than \$1 million.

In conjunction with radio station KLSX-97.1, Commerce Casino annually holds two "Play Like the Big Boys" tournaments for beginners. Lucky callers receive entry into the \$6,000 free roll tournament (a tournament that requires no buy-in, since the prize purse is put up by the sponsor or casino.)

Two major events complete Commerce Casino's year round slate of tournaments.

The California State Poker Championship draws the best of the West. This hotly contested No Limit Texas Hold 'Em event held annually in September (moved from May) stretches over three days. This past year proved to be the "coming of age" for poker aficionado Ben Affleck. Affleck graduated from celebrity poker player to true competitor by capturing the coveted title, plus \$356,400, and a seat at the World Poker Tour Championship in April. The \$10,000 buy-in tournament drew 90 players, including at least one former World Series winner. The 2005 dates are September 6-25.

But to join the real high stakes action, there's Commerce Casino's LA Poker Classic in February. This involves a whole month of tournaments, culminating in the No Limit Hold'em Championship event, one of the featured tournaments on the World Poker Tour that airs on the Travel Channel. From Jan.26-Feb. 21, 2006, poker players can pick their choice of poker tournaments, including one with a \$1 million guaranteed prize pool and five coveted seats into the \$10,000-buy-in Championship event. The entire series of events in 2005 drew 7622 players with a total prize pool of \$12, 573, 361.

The championship event attracts players from around the world for prize pools that are stratospheric... expected to be more than \$10 million in 2006. Millions can be wagered on one hand. For the past two years, 24-year-old players have won. In 2005, it was Michael "The Grinder" Mizrachi taking home \$1,859,909 to best 538 players. In 2004, victor Antonio Esfandiari, a magician-turned-poker-pro, showed the poker magic that netted him a cool \$1.4 million and a trip the WPT Championship. But you don't have to win or even make the final table to be in the money. Last year the 45th finisher walked away with a \$15,499 paycheck. To enter you, can either plunk down your \$10,000 buy-in or win a satellite tournament. Satellites are listed on the www.commercecasino.com website. The dates for the Championship event in 2006 are February 17-21. It's a chance to play with the legends and create a few memories of your own.

For more information on tournament play, contact Cheri Dokken at (323) 838 3395.



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COMMERCE CASINO'S CALIFORNIA STATE POKER CHAMPIONSHIP PUTS STATE'S PLAYERS IN THE CHIPS

***Estimated \$6 Million in Prize Money To Be Awarded over Three Weeks of Tournaments;
\$50,000 to Best All-Around Player***

\$1.5 Million Championship No Limit Hold'em Event Begins Sept 23rd

Commerce, CA (Aug. 15, 2005)– If Ben Affleck can do it, can you? Winning the California State Poker Championship, that is! In 2004, Ben Affleck became the first film star to win a major poker open when he captured Commerce Casino's California State Poker Championship, netting a cool \$356,400. It just goes to prove that anyone—film star, construction worker, lawyer or candlestick maker—has a shot at winning this coveted \$1.5 million event when the 2005 California State Championship hits the tables on Friday, Sept. 23 at Commerce Casino.

Leading up to the \$5,100-buy-in Championship No Limit Hold'em Event on Sept. 23, Commerce will host three weeks of State Championship poker. Starting Tuesday, Sept. 6, a variety of Limit and No Limit Hold 'em, 7-Card Stud and Omaha games are on tap with buy-ins starting at \$330. The best all around player will earn a \$50,000 bonus.

Stated to compete are Tuan Le, World Poker Tour Champion who won \$2.7 million in April, and Scott Lazar, of Studio City, who finished sixth in the 2005 World Series of Poker, and walked away with \$1.5 million. Renowned players who have cashed-in at previous California State Poker Championships have included Chris Ferguson, Men "The Master" Nguyen, Kathy Liebert, Chip Jett and David "The Dragon" Pham.

Commerce Casino will also stage a Super Satellite tournament from 11 a.m.- 7p.m. on Thurs. Sept. 22 with a \$520 buy-in. Approximately 30 players will earn a seat at the California State Poker Championship No Limit Hold'em event beginning the next day. The events are open to anyone over the age of 21. Competitors do not need to live within the state of California. Estimated total prize pool for the full 20-days is expected to be \$6 million.

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“The California State Poker Championship has become a major event in the West Coast poker calendar,” said Cheri Dokken, Commerce Casino Tournament Director. “It’s an opportunity for a newcomer to really prove him or herself against very tough competition, including many of the region’s leading professional players. By having a total of 17 events we provide plenty of opportunity for players to grab the glory and enhance their bankrolls.”

For more tournament information, go to www.commercecasino.com or call (323) 721-2100 and ask for the tournament office. Commerce Casino, in Commerce, CA, is the largest poker casino in the world. There are more than 200 poker tables featuring just about every form of poker: Texas Hold ‘Em, 7-Card Stud, Omaha, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw, Low-Ball and many others. Also offered are Pan and California games. Additionally, Commerce Casino will run satellite tournaments for the World Poker Tour events throughout the year, which anyone can enter.

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Date	Day	Time	Event	Buy-in & Entry Fees
9/6/2005	TUE	3:00PM	NO LIMIT HOLD'EM	\$291/\$9/\$30
9/7/2005	WED	3:00PM	LIMIT HOLD'EM	\$291/\$9/\$30
9/8/2005	THUR	3:00PM	7 CARD STUD	\$291/\$9/\$30
9/9/2005	FRI	3:00PM	NO LIMIT HOLD'EM	\$291/\$9/\$30
9/10/2005	SAT	3:00PM	LIMIT HOLD'EM	\$485/\$15/\$40
9/11/2005	SUN	3:00PM	NO LIMIT HOLD'EM	\$485/\$15/\$40
9/12/2005	MON	3:00PM	OMAHA HI LOW SPLIT	\$485/\$15/\$40
9/13/2005	TUE	3:00PM	NO LIMIT HOLD'EM	\$485/\$15/\$40
9/14/2005	WED	3:00PM	7 CARD STUD HI LO SPLIT	\$485/\$15/\$40
9/15/2005	THUR	3:00PM	LIMIT HOLD'EM	\$970/\$30/\$60
9/16/2005	FRI	3:00PM	NO LIMIT HOLD'EM	\$970/\$30/\$60
9/17/2005	SAT	3:00PM	NO LIMIT HOLD'EM	\$291/\$9/\$30
9/18/2005	SUN	3:00PM	NO LIMIT HOLD'EM SHOOTOUT*	\$485/\$15/\$40
9/19/2005	MON	3:00PM	NO LIMIT HOLD'EM	\$970/\$30/\$60
9/20/2005	TUE	3:00PM	NO LIMIT HOLD'EM	\$1940/\$60/\$80
9/21/2005	WED	11:00AM	LIMIT HOLD'EM	\$485/\$15/\$40
9/22/2005	THUR	1:00 PM	SUPER SATELLITE DAY 11 AM & 7 PM	\$500/\$0/\$20
9/23/2005	FRI	1:00 PM	NO LIMIT HOLD'EM CHAMPIONSHIP*	\$4850/\$150/\$100
9/24/2005	SAT	1:00 PM	DAY 2	
9/25/2005	SUN	1:00 PM	FINAL TABLE	

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Interviews available with Casino Executives. Photo available upon request.



Commerce Casino

Commerce Casino Fact Sheet

Property Profile: Commerce Casino, founded in 1983, is one of the West Coast's premiere card rooms with 243 tables. Considered "The Poker Capital of the World" for its vast array of poker offerings at all stakes levels, starting at \$1-\$2, the Commerce Casino has played a leadership role in gaming in the region. Its well-lit, comfortable, relaxing, quiet and smoke-free environment, plus welcoming and friendly staff, has attracted a growing clientele who find recreational gaming close to home preferential to hopping a plane to Las Vegas. The recent craze for Hold'em has significantly increased the casino's demand for poker, and Commerce Casino has the state's largest pavilion catering to Asian specialty games.

Numbers: Total square footage for the casino/hotel complex: 238,040
Casino floor only: 91,694
Employees: 2,400
Contribution to the Commerce Tax Base: \$14 million
Gaming Tables: 243

Casino Games: Limit and No Limit Hold 'Em, 7-Card Stud, 7-Card Stud Hi-Lo, Omaha, Omaha Hi-Low, Razz, Lowball, Pot Limit, Mexican Poker, Pineapple, Draw, Low-Ball

California Games: No Bust Blackjack, 5-Card Stud, 13-Card Poker, 21st Century Baccarat, Super Pan-9, Pai Gow Poker, Pai Gow Tiles, Joker's Wild Pai Gow

Tournaments: The Casino's showcase tournaments are:

- Los Angeles Poker Classic (airing on the World Poker Tour)/Feb.
- WPT Invitational (celebrity pro/am airing on the World Poker Tour)/Feb.
- California State Poker Championship/Sept.

Hotel: The Crowne Plaza Hotel at Commerce Casino (opened in 2001) features 200 well-appointed deluxe guest rooms and suites with fully stocked mini bars, three telephones, high-speed internet connection, and--in selected rooms-- Jacuzzi-style baths. Guests may avail themselves of the Splash Day Spa and Beauty Salon, fitness facility, pool and sundeck, shops and entertainment. The property boasts four restaurants, plus snack bars, casino floor table dining and 20,000-square feet of ballroom and banquet rooms. The hotel/casino complex

is designed with an Assyrian/Babylonian motif and offers either self or valet parking.

Customers: The casino attracts more than 8,000 customers a day and while many of the guests are from Southern California, the property has a robust out-of-state and international clientele. More than 5,500 meals are served daily at the Commerce Casino.

Key Personnel: Ralph Wong, Chief Administrative Officer
George Tumanjan, President and CEO
Andy Schneiderman, VP and General Counsel
Jim Barbo, Vice President/Director of Casino Operations
Dante Olivet, Vice President/Chief Financial Officer
Tim Gustin, Casino Manager
John Griffo, Casino Development Manger
Dave Mosikian, Player Relations Manager
Jasmine Mgrdichian, Chairman of the Board

Location: Commerce Casino
6131 Telegraph Road
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COMMERCE CASINO HISTORY AND KEY FIGURES

Commerce Casino opened for business in August 1983 as the largest casino in Southern California and one of the first major casinos located outside of the Gardena area. It debuted with 80,000 square feet, 100 game tables and 500 employees. Commerce was the first of the California casinos to offer employee benefits.

A few milestones include the introduction of Asian games in 1986, Limit Hold'em and Stud Poker in 1987, No Limit Hold'em in 1993, "No Bust Blackjack" in 1996, and the first L.A. Poker Classic in 2002. The Crowne Plaza Hotel was incorporated into the property in October 2001.

Today, the Commerce Casino complex has 238,040 square feet, 91,694 of that is for gaming and the facility has 2400 employees. It pumps \$14 million into the City of Commerce tax base.

The property is owned by a large group of investors, and managed by a five-person Board of Directors. Commerce Casino President/CEO George Tumanjian is a founder and continues to manage the casino's operations. Prior to his tenure at the Commerce Casino he was a successful real estate developer.

The Chairperson of the Board is Jasmine Mgrdichian who has served in that capacity since 1996. Owning and operating a 25-table card club and hotel facility in Victorville, she has extensive experience in the gaming business.

Other Board members include Salvatore Federico, a real estate investor and restaurateur; Haig Papaian, Jr., who managed a family disposal business before investing in a variety of financial interests, and Harvey Ross, who has served as Vice President since 1984 and has had interests in vending machines and real estate.



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POKER 101 AT COMMERCE CASINO

So you don't want to be left out. Everyone you know is playing poker and it's still Greek to you?

There's an easy way to learn. Commerce Casino offers free instructional tables on all games 24 hours a day. In fact, they will set one up just for you. Player Relations Manager Dave Mosikian will help anyone get started. You'll learn the game at an instructional table and play for free until you feel ready to move on to a game with low stakes—maybe a \$1-\$2 Hold'em table. Furthermore, Commerce Casino's dealers are trained to assist new customers to make them feel comfortable. Not sure whether it's time to check, bet, raise, call or fold? The dealer will provide gentle guidance until you're confident in your own decisions.

Once you've got some experience under your belt, you may want to try your hand at either a low-stakes tournament or a satellite that feeds into a larger event. If you choose to augment your casino play with online gaming, just remember, that playing quality poker requires the ability to spot "tells"—subtle player tip-offs. Only face-to-face poker will improve one's ability to read other players and take advantage of their facial ticks, hand movements and other involuntary responses.

Other Ways to Improve Your Game

With the rising popularity of poker, there's no shortage of excellent how-to books on the market. Check with local bookstores for volumes by poker masters Doyle Brunson, T.J. Cloutier, David Sklansky and Phil Hellmuth. The WPT has a line of books that begin with Mike Sextons: *WPT Shuffle Up and Deal*.

A number of key publications are now easy to find on newsstands or at casinos. The best of these include *CardPlayer* Magazine, which features instructive articles and columns by other top players, and the new magazines *Bluff*, *All-In*, *Poker Pro*, *High Roller*, *Top Pair* and *PokerLife*.

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And if you really want to step up a notch, try WPT Boot Camp, which comes to Commerce Casino on a rotational basis every few months, a fantasy camp for poker enthusiasts of all levels. The exciting two-day camp limits enrollment to 60 people, and tutors students on all aspects of competitive, tournament Texas Hold'Em Poker. Using uniquely developed courseware and WPT tournament video footage, students receive hands-on training filled with tips and tools to help them better understand the "tells," "reads," and strategies integral to improving their game, putting them on the "*Fast Track to the Final Table*". The instructional core consists of select WPT tournament champions, WPT television commentator Mike Sexton, and poker expert Alex "The Insider" Outhred, who analyzes all hands played at WPT Final Tables. Other instructors include Ron Rose, Linda Johnson, Thomas Keller, Scott Fischman, Clonie Gowan and Mark Seif, as well as Karina and Chip Jett.

Watching the World Poker Tour on the Travel Channel on Wednesday nights at 9 p.m. will also provide insight on ways to improve your game. It will also remind you that not only beginners make bonehead mistakes.



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COMMERCE CASINO IS HOME TO WORLD POKER

TOUR POKER WALK OF FAME

Legendary Doyle "Texas Dolly" Brunson, Young Champion Gus Hansen and James Garner ("Maverick") were First Honorees

New Travel Destination Joins the California Scene, Just Down Freeway from Disneyland

First there was the Hollywood Walk of Fame, then the Rock Walk of Fame. In February 2004, a new tribute took its place alongside those renowned celebrations of achievement: **THE WORLD POKER TOUR POKER WALK OF FAME** at Commerce Casino in Commerce, CA.

THE WORLD POKER TOUR POKER WALK OF FAME inducted its first members at the Commerce Casino in a ceremony before top pros and celebrities in town for the World Poker Tour Invitational Poker Tournament. In the spring of 2006, three more renowned figures will join the growing list of honorees.

The WPT Poker Walk of Fame pays tribute to the men and women who have played the game at its highest level; contributed to its evolution and popularity; celebrated poker in film, television and literature; and who are making the game appealing for a new generation of poker fan.

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The first honorees were:

- **Doyle “Texas Dolly” Brunson**—A holder of nine world championship titles, Brunson, in his 70s, is one of the most respected players in the game. He authored “Super/System: How I Made Over \$1,000,000 Playing Poker,” a book which serves as the bible for aspiring pros and amateurs alike. For more than five decades Brunson has been a feared competitor and consummate gentleman, establishing the standard of excellence to which many aspired and few achieved. He recently won a WPT tournament with a \$1 million payout and had a tournament named in his honor.
- **Gus “The Great Dane” Hansen**—The handsome young Danish-born Hansen is widely regarded to be the best young poker player in the world. He burst onto the poker tour in its first year winning two major WPT tournaments and over \$1 million. Steely and hard-to-read, he is known for his unpredictable play and willingness to take huge risks. He represents the future of the game of poker.
- **James Garner** – From 1957-60, Garner charmed the nation as the unflappable Brett Maverick, the skilled poker-player, who used his wits to get him out of scrapes—with the law and with outlaws. Cool, good-natured and likeable, he was one of television’s first engaging Western heroes. Maverick became synonymous with poker and certainly helped to popularize the game.

The induction ceremony was staged on the doorstep of Commerce Casino, the Los Angeles region’s most prestigious gaming establishment and full service entertainment/hotel complex. Commerce Casino is the world’s largest poker room with more than 200 poker tables, featuring all variations of poker at all limits. Poker room to the stars of Hollywood, Commerce Casino has a rich history of poker in Southern California dating back to 1983.

“The World Poker Tour is bringing millions of new fans to the game of poker,” noted Steve Lipscomb, WPT founder and President. “It is important that we—as a caretaker of the poker tradition--preserve the history of the game and pay tribute to those who are setting its new history. We need to recognize those players and individuals who are contributing to the game’s storied past and insuring its continuity as America’s favorite card game. We are delighted that Commerce has given us a home from this important tribute to poker’s leading figures.”

THE WORLD POKER TOUR POKER WALK OF FAME is becoming a significant new tourist destination. “With the huge resurgence of poker today by players and television viewers, we are playing host to many enthusiasts who want to venerate their favorite players and appreciate their achievements by strolling The World Poker Tour Poker Walk Of Fame,” commented Commerce Casino’s Casino Manager Tim Gustin.



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COMMERCE CASINO COMMUNITY RELATIONS

Card players are not the only winners that benefit from the success and growth of the Commerce Casino. Low-income students wishing to go to college, children from impoverished homes and at-risk youth are all among the winners, too, thanks to Commerce Casino's community outreach program.

"Participating in programs that aid our community is a primary goal for us," says Tim Gustin, Casino Manager. "It is essential that we give back to the community to help those whose lives we can impact in a significant and powerful way. We would not exist but for the support of Commerce and its surrounding communities. Our workforce of 2400 is primarily drawn from this region as well. Thus, we are proud to be able to contribute additional funds back into the people who share our neighborhood."

Commerce Casino is the primary contributor and major supporter of the City of Commerce Scholarship program. In the early days of this 16-year-old program, only seven applicants applied for a total of \$2,000 in grants. In 2005, the scholarship program had 60 applicants who shared \$75,000, with the top scholar receiving \$7,000.

Noted John Griffo, Casino Operations Manager, who has been on the evaluating committee for the past 14 years, "I have never seen so many qualified applicants and brilliant young people. This is an ethnically diverse group of youngsters from our small city who are going to such prestigious institutions as Stanford, Georgetown and University of California at Berkeley. We were pleased to provide everyone one of them some amount of financial support."

Another program that Commerce Casino funds an annual Christmas program for disadvantaged children in the City of Commerce. Each year the casino handles the arrangements, books the entertainment, provides catering, and purchases the youngster's gifts for a holiday party, which is held at Commerce's City Hall.

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Commerce Casino was also instrumental in the development of a new city Child Care Center. Commerce executives were among the leaders on the committee that secured financing for, the construction and establishment of a day care and after-school program.

Two youth groups that benefit significantly from Commerce Casino's largesse are the Montebello Commerce YMCA and the Rio Hondo Boys and Girls Club. The casino makes donations annually and for the YMCA, a major contribution was made to a capital fund to create a Family Wellness Center. The Montebello Commerce Y serves both children and seniors.

Commerce Casino also plays a role with the Sheriff's Youth Foundation, providing contributions that support toys for children as part of a holiday program, activities and centers serving at-risk youth and the organization's annual golf shoot-out and dinner.

Other law enforcement support initiatives that Commerce Casino supports are the California Highway Patrol CHP 1199 and the FBI G-Man program. These organizations provide aid to families of fallen officers, including college scholarships and family financial assistance.