

this summer, the ultimate card room comes of age

Let the  
games  
begin

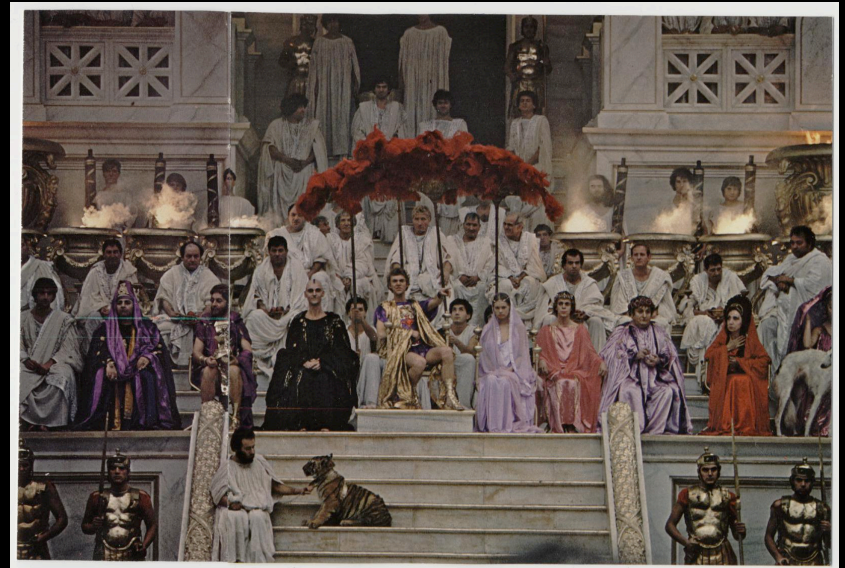
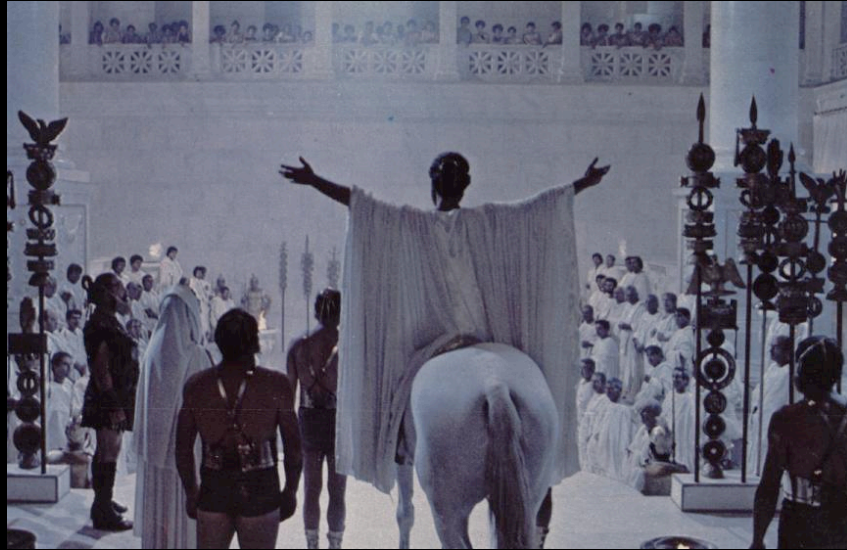


- \$30 million paid out in Bad Beat Jackpots
- 7.4 million players
- \$4,564 million paid out in rake
- 45 billion hands played
- More than 31,536,000 seconds of nail biting action

ten years online  
one destination

if you want the ultimate online poker experience,  
we're waiting for you...

UltimateBet  
dealing cards for a decade





# Emperor Philius Hellmuthus XI

It has already been agreed that Phil Hellmuth will enter the WSOP arena dressed as a Roman emperor.

He will be riding a horse drawn chariot, accompanied by painted slave girls. Wild animals and trophies from his poker conquests will be on parade. It will symbolize the victorious poker emperor returning to Las Vegas. *Hellmuth's Rome. His battleground. His home.*



More importantly, the procession will be a celebration of UltimateBet's decade in the online poker business.

Hellmuth will carry a scepter/staff modelled into a 'X' to represent the ten years.





With Hellmuth  
as the emperor,  
there is a clear  
opportunity to  
celebrate the  
UltimateBet  
empire and re-  
inforce our all  
conquering  
credentials with  
some themed  
value-rich  
propositions



friends, Romans, countrymen... Lend me a buy in....

# The UB Gladiators

fuck. His top pair  
has busted my  
sword

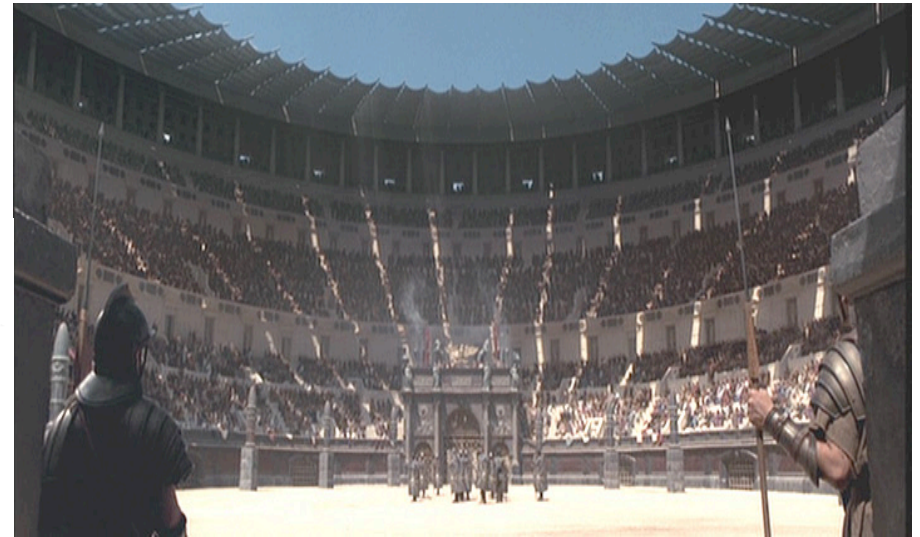
I'm ready to  
take Duke  
down



Play your way to  
the UB  
colloseum to  
earn the right to  
challenge the  
UB gladiators  
and play for  
your financial  
freedom.

They Came. They Saw a flop. They Busted Out

# the UB gladiators



anthraxus



riceus glutinous



Ho the Barbarian



death deboXIV

maximus whinus



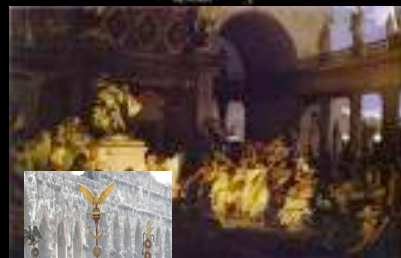
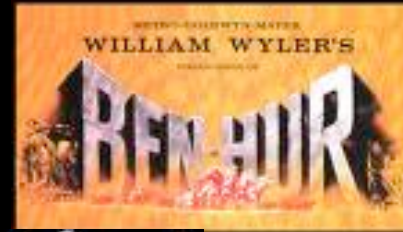
opinio fortis







# MOODUS BOARDUS



# promo concepts:

## 1. The 10 Step Gladiator Challenge

Play your way to the Colloseum in a 10 step swords and sandals special. fight for your right to challenge the mighty UB Gladiators.

Fight for your financial freedom... (This could be a \$100K pot)



## 2. The Roman Rake Race

Battle through the ranks, command your own legion, and enjoy the rewards that come with this lofty position. Legatus, Quaestor, Legati, Tribunus Laticlavus, Praefectus Castrorum, Tribuni Angusticlavii, Evocati, Primus Pilus, Pilus Prior, Centurion, Aquilifer, Optio, Tesserarius, Signifer, Cornicen, Imaginifer, Legionarii, Immunes, Discentes, Milites Gregarii, Tirones.



## 3. The Heads Up Knockout No Mercy Grid

Freeroll your way into a knockout tournament where – not only do you face your fellow gladiators – you also will go head to head against the likes off anthraxus, riceus maximus and the other UB Gladiators



## 4. Play for the Plunder

To celebrate 10 years online, UB has commissioned 100 exclusively minted solid gold coins worth (approx) \$1,000 each. To win one of these rare coins, you will need to make a deposit (etc etc)



