

The Grind Starts August 20, 2007 All you have to do is play

Objectives: •To increase APDs

- •To increase revenue
- •To engage with our core audience of 18 35 year old males
- •To deliver an 'on-topic' promo that speaks 'poker'
- •To establish 'The Grind' as a flexible/repeatable promotional tool
- •To offer a 'lottery ticket' prize that will entice fish and small players

How it works:

- The Grind encourages punters to play(grind)for longer by rewarding consecutive days play with prizes.
- Players must reach a certain points goal to successfully 'Grind' for the day
- The minimum Grind is 3 days at which point the smallest value prizes become available
- However... By Grinding for an additional day (4 days), the prize value increases incrementally.
- The maximum Grind in a single week is 6 days
- The maximum total Grind is 12 days any player who manages a 12 day Grind automatically qualifies for the Mini Cooper prize draw.

Creative thoughts

Have you got what it takes to Grind it all the way?

The Grind should be cool, edgy, and masculine to appeal to our core customers

- Imagery should be poker related
- Messaging should challenge players

Messaging should offer the 'hope' of the big win to the smaller players

The big Mini Cooper prize should feature large on all publicity "WIN ME"

Messaging and imagery should be on topic, dynamic, and – ideally – different to our normal output.

The Grind weekly prizes

	J	Q	К	A	D
3 days	Wii freeroll	iPod freeroll with \$1,000 prizepool	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod
4 days	iPod freeroll with \$1,000 prizepool	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3
5 days	\$2500 freeroll +iPod	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3	\$15,000 GRINDROLL
6 days	\$3500 GRINDROLL + iPod	\$5000 GRINDROLL +iPod	\$8000 GRINDROLL +iPod+PS3	\$15,000 GRINDROLL	\$20,000 GRINDROLL

The Grind MAX OUTS

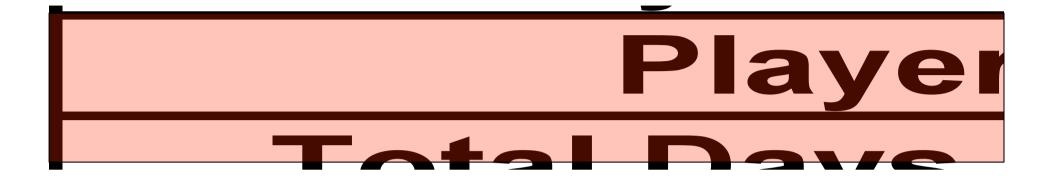
Total Grinding days	Jacks	Queens	Kings	Aces	Deuces			
	Mini Cooper S convertible Freeroll							
12 days								
MINI COOPER S								

	Number of players	# GrindRolls	Freeroll cost	Cost per week	Total Cost (for two weeks)
Wii freeroll					
	10,820	2	1600	1600	3200
iPod freeroll with \$1,000 prizepool					
	15,846	3	1000	4,200	8400
\$2500 freeroll +iPod					
	10,325	2	2500	5,800	11600
\$3500 GRINDROLL + iPod			0.500	7.000	(
	7,409	2	3500	7,800	15600
\$5000 GRINDROLL +iPod					
	4,226	1	5000	5,400	10800
\$8000 GRINDROLL +iPod+PS3					
	1948	1	8000	9,000	18000
\$15,000 GRINDROLL					
	731	1	15000	15,000	30000
\$20,000 GRINDROLL	148	1	20000	20.000	40000
	140		20000	20,000	40000
Total				68,800	137,600

The GRAD All you have to do is play

Have YOU got what it takes? Starts August 20

a PartyPoker.com production



The highlighted table above represents the points that players from each quintile will have to earn every day in order to Grind

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A Mini Cooper S convertible must be won

a PartyPoker.com production

Don't Sweat It

Can you take the pressure?

The GRIND