

## **Dish Network™ and Bell Express Vu Go All-In for PixelPlay's ITV WORLD POKER TOUR® Game**

NEW YORK, NY – January 22, 2007 – PixelPlay, the leading provider of interactive entertainment services and technology for emerging platforms around the world, announced today that the **WORLD POKER TOUR® (WPT)** Interactive TV Edition is now available on multiple television operators throughout North America.

This new WPT ITV game will be offered on PixelPlay's DishGAMES subscription service on DISH Network™ in the United States and as a Play Per Day game on Bell Express Vu in Canada.

The **WPT** Interactive TV Edition game allows players to challenge virtual poker pros like David Williams, Antonio Esfandiari, Michael Mizrachi, and Evelyn Ng--all seasoned players who regularly appear on the WPT, which airs on the Travel Channel. The WPT ITV game also includes an interactive tutorial and leader boards which will post chip leaders on a weekly and cumulative basis.

"PixelPlay's goal of bringing the best gaming brands to our Interactive Television services makes working with the WPT a natural fit," said Ron Chaimowitz, CEO of PixelPlay. "By partnering with the WPT brand, we are creating anchor games for our DishGAMES service on Dish Network and our Play Per Day offering on Bell Express Vu. PixelPlay plans to utilize its worldwide exclusive ITV license with the WPT on operators around the world."

"We are delighted that the WPT will be available on Interactive Television platforms so our passionate poker fans can experience the game in their living rooms within a television environment," said Andrea Green, VP of Global Consumer Products, **WPT Enterprises, Inc. (WPTE)**. "This continues the World Poker Tour's successful track record of providing our poker fans with new and innovative ways to enjoy poker."

The licensing relationship between PixelPlay and WPT is managed by Brandgenuity LLC, WPT's strategic product licensing and merchandising agency of record. According to Louis Drogen, the agency's Managing Director, "Interactive TV is the new frontier and the perfect platform to extend the WPT experience into homes around the world".

In addition to WPTE, PixelPlay has established licensing agreements with many of the world's leading brands ranging from notable family entertainment to classic arcade games, with the goal of providing unmatched content to the burgeoning casual game and "edutainment" markets on the interactive television platforms.

### **About PixelPlay**

PixelPlay (<http://www.pixelplay.com>) is the leading provider of interactive entertainment services and technology for emerging platforms including ITV, IPTV, the “broadband internet” and mobile devices worldwide. The Company creates and distributes games featuring many top brands including Centipede™, Missile Command®, Asteroids™, Monopoly®, Scrabble®, Boggle®, Yahtzee™, and popular children’s brands such as Little Bear® and Reader Rabbit®. These notable brands combined with PixelPlay’s JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allow the company to provide highly profitable entertainment services to MSOs and wireless carriers.

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### **About DishGAMES**

DishGAMES is the premiere games service on DISH Network featuring 16 hit games, leaderboards, prizing and tournaments. DishGAMES is created and managed by PixelPlay. It features many of PixelPlay’s top licensed games content from Atari, Hasbro, Real Networks, MumboJumbo and others.

DishGAMES is available for \$4.99 a month and more information can be found at [www.dishgames.com](http://www.dishgames.com). For more information contact Jonathan Boltax at 212-989-4580.

### **About EchoStar Communications Corporation**

EchoStar Communications Corporation (Nasdaq:DISH) serves more than 13 million satellite TV customers through its DISH Network™, the fastest-growing pay-TV provider in the country since 2000. DISH Network’s services include hundreds of video and audio channels, Interactive TV, HDTV, sports and international programming, together with professional installation and 24-hour customer service. EchoStar has been a leader for more than 25 years in satellite TV equipment sales and support worldwide. EchoStar is included in the Nasdaq-100 Index (NDX) and is a Fortune 500 company. Visit EchoStar’s Web site at [www.echostar.com](http://www.echostar.com) or call 1-800-333-DISH (3474).

### **About WPTE**

WPT Enterprises, Inc. (Nasdaq: WPTE) is a company engaged in the creation of internationally branded entertainment and consumer products driven by the development, production, and marketing of televised programming based on gaming themes. WPTE is the creator of the World Poker Tour®, a television show based on a series of high-stakes poker tournaments that airs on the Travel Channel in the United States and more than 150 markets globally. With the WPT in its fifth season, WPTE has launched a second series on the Travel Channel, the Professional Poker Tour™, which focuses on the play of poker’s leading stars. WPTE also operates a real-money online gaming website,

[www.wptonline.com](http://www.wptonline.com), which prohibits wagers from players in the U.S. and other restricted jurisdictions. WPTE currently licenses its brand to companies in the business of poker equipment and instruction, apparel, publishing, electronic and wireless entertainment, DVD/home entertainment, casino games, and giftware. The company is also engaged in the sale of corporate sponsorships. For show information, tools for improving poker play, and other WPT news, fans may log on to [www.worldpokertour.com](http://www.worldpokertour.com). WPTE is a majority owned subsidiary of Lakes Entertainment, Inc. (Nasdaq: LACO). Photos and media information can be found online at: [www.worldpokertour.com/media](http://www.worldpokertour.com/media)

### **About Brandgenuity LLC**

Brandgenuity LLC, an independent trademark licensing agency based in New York, provides turnkey licensing services to owners of famous trademarks. The agency's four principals, Jay Asher, Adina Avery-Grossman, Louis Drogin and Andrew Topkins, have more than 50 years of combined licensing and marketing experience. Brandgenuity agency services include strategic licensing planning, prospecting, negotiation, licensee management and program administration. Brandgenuity represents the following brands: LeapFrog®, Food Network, Snapple®, Yoo-hoo®, Mott's®, World Poker Tour®, French's Mustard®, Frank's RedHot® and Verizon, among others