

## PRESS RELEASE

### **PixelPlay Deals In the World Poker Tour® for Interactive Television Platforms**

***PixelPlay announces Single-player and Multiplayer Texas Hold 'Em games,  
first in a series of WORLD POKER TOUR®-branded content***

**NEW YORK – February 6, 2006** – PixelPlay, the leading provider of interactive entertainment and state-of-the-art technology for emerging platforms announced today that it has signed an exclusive license agreement with WPT Enterprises, Inc. (NASDAQ WPTE) to develop and distribute WPT-branded casino games for interactive television platforms worldwide.



The World Poker Tour game will include two single-player interactive Texas Hold 'Em games and a multiplayer interactive Texas Hold 'Em game in which players play around a "virtual poker table" in real time. Players will also be able to challenge virtual "pros" in the single-player games. An interactive tutorial and play options for novice and expert players will help players of all levels improve their game. Leader Boards will post chip leaders on a weekly and an all-time basis inviting top players to compete for prizes.

"This worldwide agreement with WPT Enterprises, Inc. allows PixelPlay to bring another highly recognizable brand to interactive television for service providers offering subscription based and pay-to-play games services," said Ron Chaimowitz, CEO of PixelPlay. "Our advanced cross platform technology will let consumers play Texas Hold Em in a true multiplayer, interactive environment and measure their poker skills against the pros." Additional casino games are planned for 2007 and beyond.

With PixelPlay's help we are going to bring poker to a whole new level and give poker fans a whole new way to experience the WPT brand, said Andrea Green, Vice President of Global Consumer Products for WPT Enterprises, Inc. "PixelPlay is the premiere developer for this emerging technology and we couldn't be more thrilled to partner with them on an international basis to leverage this exciting new medium.

In addition to WPTE, PixelPlay has established licensing agreements with many of the world's top 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.

The licensing relationship between PixelPlay and **WPT** was developed and negotiated by Brandgenuity LLC, **WPT's** strategic product licensing and merchandising agency of record. According to Louis Drogin, the agency's Managing Director, "Interactive TV is the new frontier and the perfect platform to extend the WPT experience around the world". A true win-win for both parties!"

#### **About PixelPlay**

PixelPlay is the leading provider of entertainment and state-of-the-art technology for emerging platforms including Interactive Television, broadband, IPTV, and mobile devices worldwide. The Company develops ITV Portals and managed game services. The Company also 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 patented JIVE™ Technology which enables consumers to experience cross-platform, multi-player interaction, allows the Company to provide highly profitable entertainment services to MSOs and

wireless carriers. Headquartered in New York, PixelPlay was recently formed by the combination of Pixel-Technologies and PlayTV. As a result, the Company's executive management team has more than 50 years combined experience in media technology and entertainment and is now a driving force in the ITV industry. In 2004 and 2005 PixelPlay was named "EchoStar Game Developer of the Year" and was the first developer of Play Per Day Games on Cablevision's iO Games service and is recognized as a Mobility Preferred Partner by Microsoft, which presented PixelPlay with their "Entertainment Application Developer of the Year Award." For more information, please visit [www.pixelplay.com](http://www.pixelplay.com)

**About WPT Enterprises, Inc.**

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 130 markets globally. WPT Enterprises 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. For show information, tools for improving poker play, and other WPT news, fans may log on to [www.worldpokertour.com](http://www.worldpokertour.com). The company is also engaged in the sale of corporate sponsorships. WPT Enterprises, Inc. is a majority owned subsidiary of Lakes Entertainment, Inc., a publicly held company. Photos and media information can be found online at: [www.worldpokertour.com](http://www.worldpokertour.com).

**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®, Snapple®, Yoo-hoo®, Mott's®, World Poker Tour®, French's Mustard®, Frank's RedHot®, Meow Mix® and Verizon® among others.

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