



Amber Holdings, LLC

HogWildPokerLeagues.com

Jeff Amrein and Joe Luber were in the same poker league a few years ago. Once a week they would get together at a friend's house to play cards. After a while, business trips, family obligations and just the inconvenience of driving to someone else's house caused players to miss game night. Eventually, the league folded. Life simply got in the way.

As two entrepreneurs with Information Technology (IT) backgrounds, Amrein and Luber set out to create a Texas Hold'em league online. But this would be unlike any other online poker experience that was available on the Web. Their goal was to recreate the social and competitive aspects of playing with the same group of friends week after week. They wanted to create something akin to the real experience where they could talk to each other during games, bet with chips and even see when the other players peeked at their cards.

So, Jeff and Joe started to map out their plans. They hired programmers and began to see their idea come to fruition. After two years of planning, programming and testing, they have developed a Web site that recreates poker league experience online at HogWildPokerLeagues.com.



Jeff Amrein & Joe Luber

Their company, **Amber Holdings, LLC**, based in Louisville, Ky., was named by combining their last names, Amrein and Luber. Both have strong business and entrepreneurial backgrounds.

Jeff Amrein is known nationally as an innovator and expert in healthcare IT. He's a C-level executive who's started several successful companies. Currently, he's a founding partner with Commonwealth Leverage, a consulting firm specializing in e-health business. Amrein has been a CEO for three successful IT companies, including Advanced Imaging Concepts (AIC), which he launched in 1998 and sold five years later to Allscripts HealthCare Solutions, a national, publicly traded company (Nasdaq:MDRX). He was also named an Ernst & Young Entrepreneur of the Year in 2004.

Joe Luber first teamed up with Amrein at AIC. When the company was sold to Allscripts, Luber stayed on as part of the executive management team and currently serves as Director, Solution Management, for Allscripts Document Management. In the 1990s, Luber was VP of sales at the Bluegrass Pallet Company where sales rose 400% during his seven-year tenure.

By the way, the poker league that Jeff and Joe used to play in is back together again. They play every Monday night on HogWildPokerLeagues.com.

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