



NEWS RELEASE
June, 2009

MEDIA CONTACT
Bob Lauder (502) 815-3367
blauder@doeanderson.com

HogWildPokerLeagues.com launches first online Texas Hold'em site designed for league and social play "The next generation of online poker is here"

LOUISVILLE, Ky. – It's hard to believe that no one has developed a good way to play poker online with their friends. The key phrase here is *with their friends*. Despite all the sophisticated social networking offered in our Facebook-LinkedIn-Twitter world, there's still not a Web site that lets you really say, "I call your 10 and raise you 20."

No one has developed this type of interpersonal way of playing poker using the Internet – until now.

After years of development, Amber Holdings, LLC, is introducing HogWildPokerLeagues.com, an online Texas Hold'em platform that mimics the home poker experience and caters to regular games and poker league play in a way that is personal and realistic.

"We took a simple concept of playing at a neighbor's house on a Friday night with friends and family and wanted to expand the frequency of that experience," says Jeff Amrein, CEO of Amber Holdings, LLC. "It's akin to owning your own poker Web site. You run it. You set the rules. You invite whoever you want to play."

HogWildPokerLeagues.com also ends the frustrating problems that exist at free poker-playing sites. What are those problems? Having to put up with the "all-in" freaks who turn the game into a lotto table. Not knowing your opponents or their playing tendencies. Not being able to talk to your opponents.

"We like to call it online poker redefined," says Joe Luber, Partner of Amber Holdings, LLC. "Playing on money sites with players I don't know doesn't interest me that much. And playing on free money games where real poker playing can go out the window is frustrating. Now, with the power of our on-line poker platform, my regular group, local or otherwise, can meet per our schedule without the restriction of a physical location. We can play real poker to determine who's the best in our group. Plus, we maintain the social aspects of the



HogWildPokerLeagues.com's graphics create a more realistic representation of sitting at a table. Live audio and text chat add to the excitement and fun. Bets are represented by chips. And players can even post the image of their choice to represent them at the table.



in-person experience. My play-the-player skills have greatly improved since I have been playing with this platform.”

HogWildPokerLeagues.com features include:

- A private league Web site for each league that manages all aspects of your poker experience
- Live audio and unique text chat
- Status updates that track player positions at every table
- Face-down hole cards that require you to *peek* at them every time you want to view them
- A bell that rings every time someone goes “all in,” even if the player isn’t at your table, and result notifications indicating the outcome of the “all in”
- A round girl who provides friendly reminders that blinds are changing
- Regularly scheduled league games or pickup games
- Personalized league clock enabling in-person league games to operate in conjunction with on-line league games
- Unique graphics that create an experience akin to sitting at a real poker table

Professional poker player William Kopp, aka Patrolman35, has been playing on HogWildPokerLeagues.com’s beta site for months. “This is the real deal,” he says. “Hold’em is all about mental warfare. Being able to banter back and forth and seeing when players peek at their cards tells you something. The more you can play with one another, the more you pick up on their tendencies, which helps you gain an edge. These are the things that HogWildPoker is bringing to the online experience.” Kopp likes the way HogWildPokerLeagues.com allows players to both hone poker math and read opponents.

Each player can create a league or simply play in one. Leagues can be private (invitation only) or open to any player. Leagues can have a routine schedule (weekly game) or pickup games. E-mail notices of league play or pickup games can be programmed to go out automatically or sent manually. “Most of my friends play competitively in tournaments,” says Kopp. “But we still want to get together and play among each other. And this allows us to do that.”

Being the administrator of a league is easy, says Amrein: “Once you get everything up and running, you sit back and wait for game time.”

HogWildPokerLeagues.com provides all first-time users a free two-week trial period. An ongoing subscription is \$9.95 per month no matter how many leagues you belong to or how many games you play. “You get a tremendous value with our product,” states Luber. “It’s like having a multimillion dollar Web site developed just for you and your friends. It’s a powerful, reliable product that lets everyone enjoy the competitive and social nature of playing Texas Hold’em. The next generation of online poker is here.”

Amber Holdings, LLC, is based in Louisville, Ky., and is founded by entrepreneurs Amrein and Luber.

###