

# Press Release

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## **HEADS-UP CHALLENGE WORLD SERIES OF POKER EDITION SELECTED AS FINALIST FOR AMOA'S MOST INNOVATIVE PRODUCT OF 2007**

### *Exciting two player amusement game poised for broad market launch*

**Matthews, NC – October 1, 2007:** The Amusement and Music Operators Association (AMOA) selected Heads-Up Challenge™ World Series of Poker® Edition as a finalist for its prestigious Innovator Award last week. Heads-Up Challenge was selected as a finalist, by impressing judges and operators alike with its fun, fast paced game play, design and graphics.

“Heads-Up Challenge is a great product and something that the industry needs right now,” said Hal Lieberman, President of Lieberman Companies, a Minneapolis based distributor of coin operated amusement devices. “We haven’t had a breakthrough game in our market for some time and Heads-Up Challenge has all the makings of a big winner.”

Heads-Up Challenge was on display throughout the three-day AMOA International Expo, which was attended by over 6,000 industry leaders. The product was originally launched in conjunction with the World Series of Poker in July and marks PokerTek’s first foray into the amusement business.

“Heads-Up Challenge was very well received at the Expo, and we’re excited about its prospects for success,” said James Crawford, President of PokerTek, the manufacturer of Heads-Up Challenge. “We have worked hard to create something that is a source of profit for operators, a destination game for restaurant and bar patrons and, most of all, fun for players. After hearing the feedback from the show participants, we feel like we’re on track to deliver on all three goals.”

PokerTek has begun limited distribution of Heads-Up Challenge to operators worldwide and volume production is on schedule for early 2008.

#### **About PokerTek, Inc.**

PokerTek™, Inc. (NASDAQ: PTEK), headquartered in Matthews, NC, develops and markets Heads-Up Challenge™ automated poker tables and related software applications developed to attract and amuse restaurant and bar patrons and to increase operator and distributor revenue. PokerTek also provides gaming devices to licensed casinos around the world. For more information, please visit the Heads-Up Challenge

website at [www.PlayHeadsUp.com](http://www.PlayHeadsUp.com), the company's website at [www.PokerTek.com](http://www.PokerTek.com) or contact Tracy Egan at 704.849.0860 x106.

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and are made in accordance with the Private Securities Litigation Reform Act of 1995. The forward-looking statements herein include, but are not limited to, the expected adoption of the PokerPro systems by casinos and other customers, and the expected acceptance of the PokerPro systems by players. Our actual results may differ materially from those implied in these forward-looking statements as a result of many factors, including, but not limited to, overall industry environment, customer acceptance of our products, delay in the introduction of new products, further approvals of regulatory authorities, adverse court rulings, production and/or quality control problems, the denial, suspension or revocation of permits or licenses by regulatory or governmental authorities, termination or non-renewal of customer contracts, competitive pressures and general economic conditions, and our financial condition. These and other risks and uncertainties are described in more detail in our most recent annual report on Form 10-K filed with the Securities and Exchange Commission. Forward-looking statements speak only as of the date they are made. We undertake no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur, except as required by applicable laws, and you are urged to review and consider disclosures that we make in the reports that we file with the Securities and Exchange Commission that discuss other factors germane to our business.