

# Press Release

FOR IMMEDIATE RELEASE

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## **POKERTEK ANNOUNCES ROLL-OUT OF HEADS-UP CHALLENGE THROUGHOUT EUROPE**

**Matthews, NC – June 26, 2008:** PokerTek, Inc., the industry pioneer and worldwide leader in automated poker tables and related software, announced today that its European Distributor, Cosmic Video Amusements, has already placed over 100 Heads-Up Challenge tables in ten countries across Europe.

Heads-Up Challenge is a two-player game that plays Texas Hold'em for fun and amusement, and is targeted to bars and restaurants. It was first introduced in the United States in July of last year, with rave reviews from poker players and bar patrons alike. Cosmic Video was just awarded full European distribution in April, and has made huge strides in seeding this expansive market with initial units. Cosmic has already placed units in the UK, Switzerland, Ireland, France, Germany, Finland, Norway, Spain, Luxemburg and Iceland.

“Distributors, operators, pub owners and patrons are euphoric about this game, and so are we,” said Terry Farr, CEO of Cosmic Video Amusements. “We have begun working with some great distributors and operators to place units so far, some of whom have already placed their second and third orders with us. We are now actively looking to sign-up additional, proactive partners to meet the demand that we are seeing for this product throughout Europe.”

“Texas Hold'em is a phenomenon of our time, and crosses generations,” said Thomas von Ballmoos of Playworld GmbH in Switzerland. “This game was introduced at the perfect time for us to capitalize on poker's popularity, and bring a new game to a market that has been in serious need of revitalization.”

Cosmic has just begun to roll-out new tournament software in Europe for Heads-Up Challenge, which was recently introduced to allow up to eight players to compete in knockout heads-up matches. Farr sees this as a significant addition to further boost the game's popularity, earning potential and longevity. “Heads-Up Challenge is already a high earner, and adding the ability for between four and eight players to compete is a way to further increase earning potential for this product.”

In Europe, for inquiries about Heads-Up Challenge or to become a distributor, please contact Cosmic Video Amusements: +442085941234 or [www.cosmicvideo.co.uk](http://www.cosmicvideo.co.uk).

For all other locations, please direct Heads-Up Challenge inquiries to PokerTek: 1.888.694.8248 or [www.PokerTek.com](http://www.PokerTek.com).

**About PokerTek:**

PokerTek™, Inc. (NASDAQ: PTEK), headquartered in Matthews, NC, develops and markets PokerPro and PokerPro Heads-Up™, automated poker tables and related software applications developed to increase casino revenue, reduce expenses and attract new players into poker rooms. PokerTek entered the amusement space by introducing Heads-Up Challenge™, a heads-up poker table for bars and restaurants that targets adults who play for amusement only. PokerPro tables are located in the United States, Canada, Macau, Panama, Germany, Australia, South Africa and several major cruise lines. For more information, please visit 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, which 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 and other reports 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.