

# Press Release

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## **POKERTEK LAUNCHES NEW SOFTWARE THAT REVOLUTIONIZES LIVE MULTI-TABLE TOURNAMENTS**

**Matthews, NC – June 28, 2010:** PokerTek, Inc. (NASDAQ: PTEK), announced today the release of its latest PokerPro software, version 3.0, which offers a significantly enhanced tournament experience for players and operators. The new Multi-Table Tournament features available on PokerPro are unparalleled, and offer operators tournament options not available on any other poker table. The software is now in field trial in Grupo Caliente's state of the art poker room, Hipódromo in Tijuana, Mexico. The new software will be available for worldwide distribution in the coming months.

“We know that poker players love tournaments and demand is growing, but running multi-table tournaments is challenging for operators,” said Mark Roberson, PokerTek's CEO. “With PokerPro 3.0, our customers can meet this demand by offering better tournaments more often and with greater profitability, which ultimately benefits players.”

“We are so impressed with the updates PokerTek has made to the PokerPro tournament functionality,” said Rodolfo Sanchez Celis, Poker Manager and Sub Operations manager at Grupo Caliente. “It makes our multi-table tournaments even easier to run, and our players love to track their standing on the new Tournament Leader Board. This is unlike anything we have seen in the market, and it allows us to take our tournaments to the next level for our players.”

Over the years, several operators have shown interest in opening a room specifically for Multi- Table tournaments on PokerPro. Tournaments on PokerPro have already proven popular with players. Now, many of the new player-facing features are akin to features that have made online poker tournaments widely popular with players. In addition, version 3.0 drastically simplifies the process for registering players, running the tournament and managing tournament buy-ins, add-ons, rebuys, and pay-outs. It is a powerful platform to build a robust and popular weekly tournament offering in almost any poker room.

Version 3.0 features:

- Multi-Table Tournament buy-ins, fees, and prizes collected and paid out entirely within the system
- Alternates, Rebuys, and Add-Ons handled automatically within the system

- New Tournament Leader Board allows players to follow live tournament standings from their individual player screen and on a Mega Display from across the room
- Enhanced Mega Display options give the operators control so they can alternate between showing the Tournament Leader Board, pre-tournament seating chart, and cash game waiting lists.
- Redesigned Director Application allows room management to handle any scenario encountered during a tournament
- Further improved the look and feel of the player screens, including an enhanced Options menu that makes it easier to navigate and understand
- Multi-Table Tournament specific reports give complete visibility into all tournament activities

### **About PokerTek:**

PokerTek, Inc. (NASDAQ: PTEK), headquartered in Matthews, NC, develops and markets products for the casino and amusement industries. PokerTek developed PokerPro automated poker tables and related software applications to increase casino revenue, reduce expenses and attract new players into poker rooms by offering interactive poker that is fast, fun and mistake-free. Heads-Up Challenge is a two-player table that allows bars and restaurant patrons to compete head-to-head in various games for amusement purposes, increases earnings for game operators and provides patrons unique and challenging on-site entertainment. Both products are installed worldwide. 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.

### **About Grupo Caliente:**

Grupo Caliente, a leader in the gaming entertainment industry in Mexico, stands out for its infrastructure, service and technology. With an international presence, it has more than 92 years of experience. In México, Grupo Caliente operates more than 80 establishments that include modern electronic gaming terminals, bingo halls, sports books and greyhound racing. Grupo Caliente has the infrastructure and capability to produce its own video and audio signals, as well as to retransmit others originated at main horse and greyhound tracks, sports and entertainment venues through its own satellite system. Grupo Caliente's signal is retransmitted to 14 countries.

*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, the expected adoption of the Heads-Up Challenge product by bars, restaurants and other customers, and the expected acceptance of the PokerPro systems and Heads-Up Challenge product 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, the impact of global macroeconomic and credit conditions on our business and the business of our suppliers and customers, 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 our financial condition, including our ability to maintain sufficient liquidity to operate our business. 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.*