

PowerPoker.com celebrates the launch of new casino site PowerVegas.com in two launch parties at the prestigious Cannes film festival - exclusive events hosted by Paris Hilton and Ziigmund.

PowerPoker.com celebrated the launch of its online casino, PowerVegas.com, by throwing two parties at the Cannes Film Festival. Both events, a pool party and the night event was held on the premises of Casino Palm Beach in Cannes.



PowerPoker and the most prestigious night club in London, Jalousie hosted two parties on Wednesday. Paris Hilton, known to be a gambler and a party princess attended the party of the year with the PowerPoker group. Antonio Esfandiari, Andrew Robl and Keith Gipson from team Victory Poker were among the invited guests who arrived in Cannes to celebrate the launch with PowerPoker and Ziigmund. Also some of the worlds largest poker affiliates including Rakeback.org, Pokerisivut.com and others attended the party. In total the night event had nearly 4000 visitors as the venue, VIP Room, is built on the premises of Casino Palm Beach and is the number one party venue during the film festival. Organizing the party was also London's number one members club Jalousie.

"The parties were super cool" Ziigmund says. "Carl Cox is a sick DJ, and having him play at the pool party was great. Once I heard PowerPoker has the chance to launch PowerVegas like this I was all in and didn't hesitate one bit. I immediately knew it'll be something crazy - a true opportunity to have the best parties in a long time with a good group of friends. I don't think any other poker room has done something similar before so it was cool to be arranging such a high profile party."

PowerPoker also offered one lucky player a true VIP party package to Cannes. The winner, Annamari Kuvaja, won the package through a \$5 dollar tournament qualifying to the final and taking home the money-can't-buy party experience of her life. "I was really surprised at first when I won the package, and thought I will only keep the flight money and skip the trip because of schedule problems. But then I realized it is something not to be missed – it would have been madness to miss this opportunity to see Cannes and party with the poker professionals" says Annamari.

A wide selection of photos from the event is available for your media purposes at <http://www.powerpoker.com/cannesphotos> . The photo package includes images of Paris Hilton, Team Victory and of course Ziigmund who is the brand ambassador of PowerPoker and possibly the most entertaining high stakes cash game player in the world due to his crazy style of play. All photos are to be credited to PowerPoker.com and the photos are free for your usage.



About PowerPoker

PowerPoker.com is aiming to take on the poker world by a storm with it's innovative PR and marketing strategies. Events such as the Cannes parties will be arranged around the world by PowerPoker giving players a chance to join one of the best parties in the world.

PowerPoker was formed in February 2009 by an alliance of poker players and marketing experts. PowerPoker is constantly striving to bring a safe, exciting and rewarding environment to their players and now also offers a variety of casino games, regular tournaments and chances to win phenomenal jackpots. PowerPoker operates on the Cake Network and accepts US traffic. PowerVegas.com operates on the CTXM casino software.

About Cannes Film Festival

Cannes film festival is the most prestigious event on the calendar for film industry attracting the creme de la creme of celebrities around the world. The 63rd edition of the private festival is from 12 May to 23 May 2010 at the Palais des Festivals et des Congrès, in the resort town of Cannes, in the south of France. The President of the Jury is American film director Tim Burton. More information: <http://www.festival-cannes.com/en.html>

If you'd like more information on the PowerPoker.com & Paris Hilton Jalousie Cannes party or to schedule an interview with Ilari "Ziigmund" Sahamies, please e-mail us at press@powerpoker.com.