

FOR IMMEDIATE RELEASE
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Sky Poker Teams Up with Guinness World Record Holder Cardstacker Bryan Berg to Build British Landmark Out of Playing Cards

Public To Vote on Which Landmark Sky Poker Should Build in Nationwide Campaign ‘Play the Nation’

LONDON. Sky Poker, the UK’s leading online poker firm, celebrates their highly-anticipated ‘Play the Nation’ event by teaming up with **Guinness World Record Holder Cardstacker Bryan Berg** for his **first-ever appearance in London**, and challenges him **to recreate one of Britain’s famous landmarks solely out of freestanding cards**. But which landmark should The Cardstacker build? Sky Poker friends, fans and online poker players get to decide!

Sky Poker’s ‘Play the Nation’ pits poker players from around the UK in a competition to find out who the regional kings and queens of the cash games are. With different parts of the UK pitched against each other, may the best region win! To celebrate the grandeur of the event, Sky Poker is running the Cardstacker Challenge—and here is the chance to get involved.

Via the Sky Poker Facebook Page, UK voters can cast an architectural eye over the options. Will it be Big Ben? Is it possible to stack the Blackpool Tower in cards? Or will York Minster capture the minds of voters? Hands full of spades, clubs, diamonds, and hearts; armed with no tape, no glue, and no tricks—only deft skill and precision perfect timing—there is no doubt The Cardstacker faces his most difficult task yet.

This extraordinary event will take place in **Aspers Casino from February 15-27, 2012, a stone’s throw from the grand Olympic site in London’s trendy Stratford**, where the rebuilding process will be carefully monitored.

The Cardstacker Challenge is comprised of three stages:

Voting for Landmark Opens on Facebook: January 27-February 11

Live Construction, Open to Public Age 18+: February 15-21, 2-10pm Daily

Knockdown! Open to Public Age 18+ and Live Streaming on Facebook: February 27

A big part of any true freestanding card build is the destructive knockdown! To prove the house of cards is real, the landmark will be taken down with a twist on February 27, open to the public and streamed live on Facebook.

UK users can visit the Sky Poker Facebook Page at:

www.facebook.com/officialskypoker to vote for which British landmark

Cardstacker Bryan Berg should recreate. Guests age 18 and over are invited to see Bryan Berg building live at Aspers Casino Westfield Stratford City, 312 The Loft, Montfichet Road, Olympic Park, London.

(Continues)



World's Largest House of Cards 2010



Berg constructing a dome

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About SkyPoker.com

Sky Poker is British Sky Broadcasting’s online poker division, which allows users to play poker on the website, screening selected hands from various tournaments and cash games on Sky Poker TV and allowing players on the site to become the stars of the television channel. Sky Poker focuses on UK poker players, with all play at the tables in pounds rather than dollars, as well as its own Sky Poker Tour around the country. Sky Poker is licensed and regulated by the Alderney Gambling Control Commission (AGCC). UK residents, come vote for your favorite landmark via the Sky Poker Facebook page at www.facebook.com/officialskypoker and join the fun!

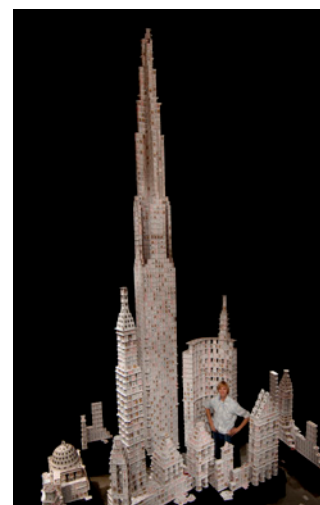
About Cardstacker Bryan Berg

Guinness World Record Holder for the Tallest House of Freestanding Playing Cards since 1992, Cardstacker Bryan Berg also created the original Guinness World Record for the Largest House of Freestanding Playing Cards in 2004. Since age 17, Berg has been commissioned to break his own records more than a dozen times. His most recent tallest tower stood 26 feet, and his most recent largest contained 219,000 cards and required 44 days to construct. He continues to hold both records. Berg uses no tape, no glue, no folding, and no other tricks in his structures—just freestanding playing cards. Using a grid technique informed by patterns found in nature, his cardstacking has been tested in an engineering lab to support more than 660 pounds per square foot. Berg is trained as an architect, and earned a Master in Design Studies from Harvard. Cardstacking is Berg’s full-time job. He has traveled throughout North America, Europe, Asia, and Africa building projects for science and art museums, television, and special events. Visit his website at www.cardstacker.com to learn more.

About Aspers Casino

Aspers is a high quality and upscale British casino operator. A joint venture between the Aspinall family and Crown Limited, one of the world’s leading gaming companies, Aspers Westfield Stratford City is the first of its kind to open in the UK. Open 24 hours per day, 364 days of the year; all guests over 18 years of age are welcome. Aspers is a socially responsible game operator. Visit www.aspers.co.uk for more information.

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World's Tallest House of Cards 2007



Berg building his grid-based technique