

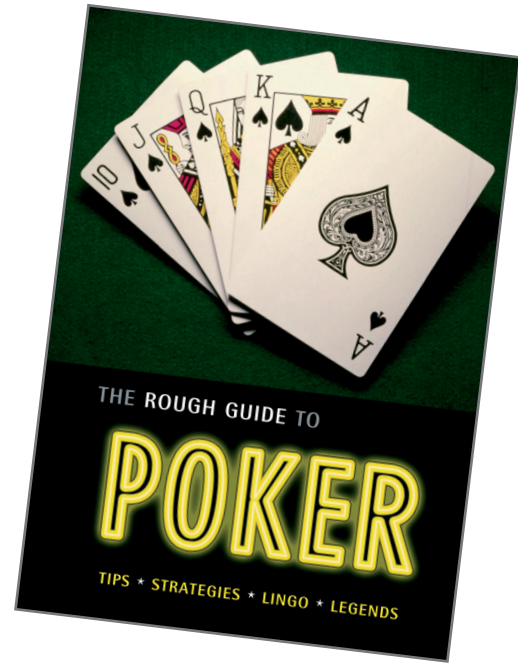
PRESS RELEASE

Would you bluff against Three Wise Men? Or know the difference between Forth and Sixth Street? With the brand-new Rough Guide to Poker now anyone can don a Poker face and draw a River with confidence.

A brand-new title in the Rough Guides' popular culture series, *The Rough Guide to Poker* puts the facts and skills at the very tips of any player's fingers. As the game gets increasing exposure, from Hollywood's Blockbusters to the burgeoning internet gaming industry, the Rough Guide to Poker explores the game's history, language and finer points of play.

The author, Iain Fletcher – no stranger himself to the green felt table – brings the game up-to-date and shares the secrets of this now multimillion dollar industry (partygaming.com is now ranked above British Airways and ICI on the London Stock Exchange). The Rough Guide also delves into the game's sometimes surprising past, revealing its connections with the White House, for example. The Guide takes us on a journey from poker's possible original roots in Persia, to its more familiar 19th century emergence in New Orleans, where we are introduced to the Steamboat and Mob eras and a host of volatile characters against a backdrop of crime. The poker giants and celebrity players are named and, sometimes, shamed, from the formidable Johnny Moss, the Grand Old Man of Poker, to the more surprising likes of Ben Affleck.

The Rough Guide to Poker places a large emphasis on the language of the game. As the author says "If you want to enter the world of poker and be a player, then you had better learn the language. Poker has a long-established and varied vocabulary, and if you don't understand it you won't know what is going on around you." Sound advice, and with the Rough Guide's glossary any budding player can sort out the Mommas and Poppas from the Jackson Five and the Sharks from the Fish.



THE RULES: how to play, from Five-Card Draw and Seven-Card Stud to Texas Hold'em and Omaha.

HOW TO WIN: strategies and psychology, bluffing and body language, odds and averages, and secrets from the pros.

TOP TABLES: the best places to play or watch, covering websites, casinos, clubs, tournaments and TV shows.

THE PLAYERS: poker legends such as Nick the Greek and Erik Lindgren and celebrity gamers like Richard Nixon and Brad Pitt.

HISTORY & CULTURE: the glamour, mystique and drama of the game, from the Mississippi riverboats to the Internet bonanza.

The guide examines the strategies, the winning hands, the various games including Texas Hold'em, Draw Poker and Stud Poker, and deals with the best way to approach Omaha. Find out whether or not to play a Lady and a 7 in Texas Hold'em and where you'd stand if you flopped big on an Omaha flop. Essential tricks and tips of poker psychology are placed in your hands, including vital information on which casinos and websites to use new found skills, from Las Vegas to Paris and Sun City.

The Rough Guide to Poker is the indispensable authority on the card game that's sweeping the planet. Slip it in your back pocket and you'll have all the know-how you need to approach the green felt with confidence.

The Rough Guide to Poker

NEW TITLE

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AUTHOR NOTES

Iain Fletcher is an author, journalist and experienced poker player. He has published two books on gambling, written numerous articles for the national press and has recently contributed to the gambling magazine, Inside Edge. As a keen poker player, both online and in cash games, Iain can regularly be spotted as a guest player at media poker tournaments.

