



2007 Expert Insight World Series of Poker Podcast Sponsored by Bicycle Pro™ Playing Cards

Phil Gordon and Expert Insight announce the launch of their 2007 WSOP podcast. This year, Expert Insight's resident poker professionals, Phil Gordon, Rafe Furst, and Andy Bloch, will be leaving daily podcasts from the floor of the WSOP. This year's podcast is sponsored by Bicycle Pro™ playing cards from the United States Playing Card Company, official card supplier for the 2007 World Series of Poker.

Las Vegas, NV, June 08, 2007 --(PR.com)-- Phil Gordon resumes his immensely popular WSOP podcast. In the 2007 podcast, Expert Insight's resident poker professionals, Phil Gordon, Rafe Furst, and Andy Bloch, will be leaving daily podcasts highlighting all the action from the Rio. They will be talking about notable hands, giving insider accounts, and interviewing other top poker pros and celebrities.

Expert Insight is also pleased to announced that its 2007 WSOP Podcast is being sponsored by Bicycle Pro™ playing cards from the United States Playing Card Company, official card supplier for the 2007 World Series of Poker.

Expert Insight CEO Phil Gordon "We are extremely excited about this year's World Series of Poker and our podcast. We intend to give poker fans what they want - stories and reports from the poker room floor. I'm also very pleased to be partnering with Bicycle Pro™ Playing Cards. Their cards are second to none."

Podcasts are available at www.ExpertInsight.com and can be syndicated through RSS feeds and on iTunes.

For more information, please contact Expert Insight at podcast@expertinsight.com

About Expert Insight (www.ExpertInsight.com)

Expert Insight is an award winning, educational media company that connects people with the world's leading experts through products that are experiential, entertaining, and engaging. Founded in 2005, the EI mission is to enrich the lives of their customers by expanding their knowledge and improving their abilities. EI's flagship products are company-produced DVDs, which bring the viewer inside the mind of the expert while they ply their craft. In addition to instructional DVDs, EI is expanding the brand to include premium web-based instruction and content on ExpertInsight.com; the Expert Insight Speaker's Series; Expert Insight Books & CDs; and the Expert Insight Store.

About the United States Playing Card Company (www.usplayingcard.com)

The United States Playing Card Company is a global leader in the production and marketing of playing cards and related products. The Bicycle brand has been the world's leading playing card brand for over 120 years, and other well-known USPC brands include KEM®, BEE®, AVIATOR® and HOYLE®. Founded in 1867 as Russell, Morgan and Co., and based in Cincinnati, Ohio, USPC is a wholly owned subsidiary of Jarden Corporation. For more information about The United States Playing Card Company please visit www.usplayingcard.com.



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