



Former World Series of Poker® Director to Resume Poker Consulting Business

Steve Morrow, who co-directed the 2002 World Series of Poker® while guiding PokerStars.com from a start-up to the #2 position in the online poker industry, today announced the return of Paradigm Poker Consultants, Inc.

Belize City, Belize, March 14, 2008 --(PR.com)-- Steve Morrow, who co-directed the 2002 World Series of Poker® while guiding PokerStars.com from a start-up to the #2 position in the online poker industry, today announced the return of Paradigm Poker Consultants, Inc., after a lengthy hiatus due to Hurricane Katrina. The company will again offer expertise to new and struggling online poker rooms who face a daunting challenge in luring players away from the established rooms.

In his 17 year career in poker management, Steve Morrow has directed many of the largest poker tournaments on the planet, and remains the only person to have directed both the largest land-based poker tournament - the World Series of Poker® (2002), and the largest online poker tournament - PokerStars' World Championship of Online Poker® (2002/03).

PokerStars.com put their faith in Steve Morrow in February of 2002, just three months after offering their first cash games. As Poker Room Manager, Morrow developed their industry-leading customer support program from the ground up, crafted their World Championship of Online Poker® into the premier online poker tournament, and managed PokerStars to the #2 position in the industry.

The stunning results of the 2003 and 2004 Championship Events of the World Series of Poker®, showcasing Chris MoneyMaker and Greg Raymer's parlays of inexpensive online satellite wins into \$2.5 Million and \$5 Million paydays, coupled with the phenomenal success of televised tournaments, fueled a virtual frenzy in tournament play. Today online poker rooms offer tournaments with guaranteed prizes of a million dollars or more, along with numerous satellite opportunities to many major land-based and cruise ship tournaments.

According to Morrow, an online poker room that fails to attract hordes of tournament players has little chance of success in the current market.

As difficult as the challenge already was, the damaging effects of the 2006 US legislation, the "Unlawful Internet Gambling Enforcement Act", coupled with recent scandals and failures involving online poker rooms and poker networks, have created even more obstacles to the struggling online poker room.

Paradigm Poker Consultants, headed by Steve Morrow, has the background and expertise to develop competitive tournament programs and first-rate customer support programs, and the reputation for honesty and integrity so valuable to new and struggling online poker rooms.

Paradigm Poker Consultants is currently interviewing potential clients for exclusive or non-exclusive consulting services.



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Contact Information:

Paradigm Poker Consultants, Inc.

Steve Morrow

1-985-285-7169

ppci@stevemorrow.com

ParadigmPoker.com

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