

AUSSIE MILLIONS

POKER CHAMPIONSHIP

MEDIA RELEASE

CROWN'S 2018 AUSSIE MILLIONS POKER CHAMPIONSHIP LIVE ON TWITCH.TV IN PARTNERSHIP WITH JASON SOMERVILLE

Asia-Pacific's richest and most prestigious poker series to be live via poker professional Jason Somerville's Twitch.tv account from Thursday 1 – Sunday 4 February 2018.

MELBOURNE, Australia. Monday 11 December 2017. Crown Melbourne has today announced that Jason Somerville's Twitch.tv account will again be the exclusive broadcast partner for the 2018 Aussie Millions Poker Championship - taking one of the world's most prestigious tournaments global.

Twitch.tv, the world's fastest-growing social video platform with more than 100 million monthly users, will offer a unique Aussie Millions viewing experience with Somerville streaming the 2018 Aussie Millions exclusively through his channel on Twitch.tv from Thursday 1 February to Sunday 4 February 2018.

Crown Melbourne's Tournament Director, Joel Williams, said they are thrilled to partner with Twitch in 2018. "We are very excited to partner once again with Jason Somerville to live stream key moments from the 2018 Aussie Millions. Last year's partnership was incredibly successful and took our championship to new global audiences. As one of the world's great Poker tournaments, we are looking to build on this in 2018."

Jason Somerville said "I'm honored to once again partner with Crown Melbourne to showcase the 2018 Aussie Millions live on Twitch. The Aussie Millions is one of the most prestigious poker tournaments on the calendar and I'm excited to present the action once again to fans around the globe. We broke the Twitch Poker record for last year's broadcasts and we've got an even better show planned for the fans in 2018."

In 2017, Crown and Twitch.tv achieved the following:

- #1 Most watched live Twitch poker tournament of all time
- #1 Most concurrent viewers of a live final poker table on Twitch
- #2 Most concurrent viewers of a live poker stream on Twitch
- 2nd biggest show in Twitch.tv poker history

Event:	Crown's 2018 Aussie Millions Poker Championship
Event Dates:	Wednesday 17 January to Monday 5 February 2018
Twitch.tv:	Thursday 1 February: 12:30 EST – 'Main Event' – Day Three Friday 2 February: 12:30 EST - 'Main Event' - Day Four Sunday 4 February: 12:30 EST - 'Main Event' - Final Table
Twitch.tv Link:	www.runitup.tv
Location:	The Crown Poker Room (Level B2, Crown Entertainment Complex)
Media Accreditation:	Register your interest via http://www.aussiemillions.com/media-accreditation
Website:	www.aussiemillions.com www.crownpoker.com.au
Twitter / Facebook:	@crownresorts @crownpoker
Hashtags:	#crownpoker #aussiemillions #crownmelbourne

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ABOUT JASON SOMERVILLE

Jason Somerville is an American poker streamer and World Series of Poker Bracelet winner with 5 WSOP final table finishes and over USD\$6,000,000 in lifetime tournament cashes.

As the founder and host of Run it UP, a live video streaming series hosted on Twitch.com, Jason holds the title as most-watched poker streamer of all time.

Since launching Run it UP on Twitch in 2014, hundreds of thousands of fans worldwide have spent nearly a billion minutes enjoying Jason's live streaming content with over 30 million global non-unique visits.

He is the #1 Poker streamer on Twitch. Beyond having the largest following on Twitch for a poker-focused channel, he has also been anointed by Twitch as their flagship poker personality, making him a perfect match for Crown & the #AussieMillions.

At the cutting-edge of his craft, Jason is singlehandedly leading the charge to change the way the world views the game of poker.

ABOUT TWITCH.TV

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games with more than 1.5 million broadcasters. Twitch's video platform is the backbone of both live and on-demand distribution for the entire video game ecosystem. This includes game developers, publishers, media outlets, events, user generated content, and the entire esports scene. For more information visit the Twitch [website](#) and the [blog](#).

By the Numbers:

- 150+ million unique viewers per month
- 1.7+ million unique broadcasters per month
- 12,000+ members of the Twitch Partner Program
- 106 minutes watched per person per day
- 2+ million peak concurrent site wide viewers

ABOUT AUSSIE MILLIONS POKER CHAMPIONSHIP

Hosted by Crown Melbourne, one of the world's leading integrated entertainment resorts, the Aussie Millions transforms Crown into a mecca of the poker world during the peak of the Australian Summer.

With a reputation that ranks it alongside the highly-acclaimed World Series of Poker, the Aussie Millions is the marquee event on the Asian-Pacific poker calendar. Since its inception in 1998, the tournament has grown into a major stop on the international poker circuit for the world's greatest poker players

Crown Melbourne's Tournament Director, Joel Williams, said "Crown Melbourne's Aussie Millions continues to be seen as a 'must-attend' on the global poker tour among both recreational players and seasoned pros alike. With a schedule featuring 26 official championship events, 2018 looms as one of the biggest events yet".

There are few tournaments in the world that offer the kinds of prize pools that the Aussie Millions delivers each year, and in 2018 the schedule will comprise of 26 separate poker events with buy-ins ranging from AUD\$1,150 to AUD\$250,000. The comprehensive slate of the game's most popular variations will be on offer and a total of 26 coveted Aussie Millions ANTON Jewellery 'Championship Rings' will be awarded to each event winner.

The prize pools provide a substantial incentive to travel and, in addition, each winner will receive a 'Championship Ring' for their victory. While the entry fees may sit outside the budget of some players, everyone can qualify via the countless satellite tournaments held during the year and during the event itself, offering players the chance to win a place in the coveted Aussie Millions 'Main Event' for a fraction of the AUD\$10,600 entry fee.

Nearly 100 poker tables will be set up across the award winning complex to accommodate the thousands of players from around the world who attend Asia-Pacific's largest poker event. In terms of prize money, the prestigious Aussie Millions 'Main Event' shares the limelight with some of Australia's other major events including the Melbourne Cup, Australian Open and the AFL Grand Final.

ABOUT CROWN MELBOURNE

Crown Melbourne is Australia's leading integrated entertainment resort attracting approximately 18 million local, interstate and international visitors each year to its 560,000 square metre entertainment complex. The property features 1,600 guest rooms across the complex's three hotels - Crown Towers, Crown Metropol and Crown Promenade Hotel - in addition to the Palladium, which is Australia's largest ballroom, a world-class convention centre, more than 70 restaurants and bars, including many of Melbourne's finest, international designer boutiques, 14 cinemas, two nightclubs and a live entertainment theatre. Crown Melbourne was built at a cost of \$2 billion in 1997 and in the period 1997 to 2014 a further \$2 billion will have been spent to further enhance Crown Melbourne including building Promenade and Metropol Hotels, expanding the Mahogany Room and further enhancing the restaurant precinct in Crown Melbourne. Crown Melbourne is one of Victoria's leading tourism icons. For more information on Crown Melbourne, please visit our website at www.crownmelbourne.com.au