



FOR IMMEDIATE RELEASE

Nat Nast - Iconic American Sportswear Company Collaborating with World Series of Poker on Custom Designed Collectors Series

(New York, NY) April 15, 2010– Nat Nast, the iconic American men’s sportswear brand has entered into a licensing agreement with the World Series of Poker, the world’s largest, longest-running and richest gaming event, to design and distribute a custom-designed collector’s series of embroidered shirts using the World Series of Poker artwork.

The Nat Nast WSOP Collector’s Series will launch in the fourth quarter of 2010 and will be available to the consumer at select department and specialty stores, luxury resorts, casinos and e-commerce sites throughout the United States, Canada and the Caribbean. The collection will consist of a variety of styles utilizing poker-related images designed on Nat Nast’s signature silk and cotton shirts, knit polos and t-shirts.

“We are delighted to be collaborating with the World Series of Poker in creating an exclusive collection of shirts that celebrates the game of poker and its ultimate challenge” said Lawrence DeParis, President & CEO of Nat Nast. “Working with like-minded brands that appeal to the Nat Nast man, the World Series of Poker being a terrific example, opens up exciting new opportunities for both parties. The WSOP team’s entrepreneurial spirit and track record of success made the decision to go “all-in” an easy one for us,” DeParis added.

“Let this be the end of glitter shirts, track jackets and hoodies at the poker tables,” said World Series of Poker Vice President Ty Stewart. “We’re thrilled to work with Nat Nast, whose classic, comfortable styles project the image of a real Vegas high-roller.”

ABOUT NAT NAST

Nat Nast is an authentic American men’s sportswear brand renowned for its attention to detail, exceptional quality and unique sense of style. The collection is designed “For the Good Life™”, inspired by men who live life to the fullest.

Originally founded in 1946 by Nat Nast in Kansas City, the company developed the first bowling shirt, which became an icon of vintage Americana. Relaunched in 2000 by his daughters, Nat Nast Luxury Originals offers a full collection of sportswear epitomizing casual elegance.

Among the company’s more distinctive offerings are its silk paneled shirts, an acclaimed modern interpretation of the original bowling shirt, and its “American Storyteller” collection of limited edition embroidered shirts celebrating unique cultural experiences including such diverse themes as the history of jazz, iconic American baseball stadiums and the invention of the margarita.

Nat Nast is distributed through Nordstrom, Saks Fifth Avenue, Von Maur and hundreds of other fine retailers, resorts and e-commerce venues throughout the United States and the Caribbean.
www.natnast.com

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ABOUT THE WSOP

The World Series of Poker (WSOP) is the largest, richest and most prestigious gaming event in the world having awarded more than one billion dollars in prize money and the prestigious gold bracelet, globally recognized as the sport's top prize. Featuring a comprehensive slate of tournaments in every major poker variation, the WSOP is poker's longest running tournament in the world, dating back to 1970. In 2009, the event attracted 60,875 entrants from 115 different countries to the Rio in Las Vegas and awarded over \$174 million in prize money. The creation of the new delayed Main Event final table more than doubled ratings on ESPN year-over-year. In December, 2008 the WSOP was named the 7th most admired sports brand in North America by the Turnkey Team Brand Index trailing only the more established NFL, MLB, NBA, NHL, NASCAR and PGA Tour among sports properties. In addition, the WSOP has formed groundbreaking alliances in broadcasting, digital media and corporate sponsorships, while successfully expanding the brand internationally with the advent in 2007 of the World Series of Poker Europe. For more information on the World Series of Poker, please visit our website at www.wsop.com.

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