

## **POKER REALITY SHOW TO HOLD CASTING CALL WITH THE BEAUTY AND THE BEASTS OF POKER**

Fatty's: Where Poker Gets REAL is a new reality television series currently in production. The show follows the adventures both on and off the felt of larger than life characters at a New York poker club.

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Filming and a casting call have been planned for the new poker reality series Fatty's: Where Poker Gets Real. International model and celebrity poker pro Lacey Jones, the first lady of poker will be on the set at Fatty's as filming begins August 13th to evaluate the talent with the show creator Scotte "Mayhem" Einiger and co-creators Mike the Nose Castaldo owner of Fatty's a membership establishment and Big Al Riccobono poker professional.

Fatty's regulars, invited poker pros and amateur players will compete as the show's producers collaborate on putting together an eclectic group of characters for the upcoming season. Fatty's club founder Mike "The Nose" Castaldo states "We are all thrilled to have Lacey involved in this project. She is a highly regarded poker player with a great personality and will be a perfect fit with the lunatics who play at our club. Lacey has flare for bridging the gap between amateur poker players and the top pros of the world."

The start of production for Fatty's comes off the major success of the "Fatty's 10" poker players had and the buzz created at the 2010 World Series of Poker Main Event including Ken Hofmann who finished 278 out of over 7500 players taking home \$42,000. Eric Siegel, Director of Marketing at Poker Players International (PPI) was engaged by All In Entertainment LLC to introduced Fatty's concept to the public. Show creator Scotte "Mayhem" Einiger received a lot of attention after knocking out the Worlds #1 ranked poker player Phil Ivey from the tournament in day 2. "He got knocked out and I literally fell out of my chair so I know I will be hearing from my friends at Fatty's. That was kind of special!"

All Fatty's player's survived day one which caught the attention of the worldwide media including ESPN, Poker News, and many others as 33% of the field was eliminated but none of the Fatty's players. Corporate sponsors began taking notice as well, and several saw the interest being developed by the media in addition to poker fans and players alike. As the event continued the Fatty's Ten could be recognized wearing their sponsors brands such as Blue Shark Sunglasses,

Hardcore Watches, and ScottEVest shirts which signed on to be the official uniform of Fatty's for the WSOP Main Event.

The show also created the first Fantasy Poker Challenge presented by Fantazzle. The game allowed participants to select their own fantasy poker team for the WSOP to score points with a seat awarded to the WSOP 2011 Main Event. They selected from different categories including American and International pros, and their favorite Fatty's players.

Fatty players showed a charitable side to their efforts and joined PPI in the Nephcure Poker Pledge Program, which helps raise awareness in finding a cure for kidney disease while pledging a percentage of their WSOP winnings to the organization. They joined the ranks of some of the top pros in the world also helping the cause including Jennifer Harman, Dan Shak, Gavin Smith and Matt Glantz.

The casting call which will be filmed to capture the unique interpersonal relationships on and off the poker tables will include top poker pros from the East Coast along with the Fatty's regulars and many other invited guests.

Gene Fisch CEO of Fatty's adds "The momentum built at the WSOP has enabled our show to attract the interest of the poker world, corporate sponsors and the entertainment industry. All of these factors combined with the larger than life players at Fatty's make for REAL exciting television."

**About Fatty's: Where Poker Gets REAL**

**Docu-reality show Fatty's: Where Poker gets REAL follows New York poker club owner Mike "The Nose" Castaldo, professional poker players and a cast of regular local Joes who will interact with pros and celebrities throughout the year, both on and away from the tables. Celebrity fans of the Fatty's club include poker star, international model and television host Lacey Jones, a close personal friend of club owner Mike "The Nose." Go "all in" with them as they prepare each night for celebrity-filled cash games and compete for seats at the World Series of Poker and other major events throughout the year, all the while, trying to balance their everyday lives with their passion for poker. With five tables going and a room full of egos, the game itself is only half the drama.**

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