

POKERSTARS AND PADDY POWER JOIN FORCES AS NEW SPONSORS FOR PRESTIGIOUS IRISH POKER OPEN

Irish Poker Open, PokerStars and Paddy Power share exciting news of sponsorship deal

Dublin, Ireland, November 7, 2022 – The Irish Poker Open is delighted to announce PokerStars and Paddy Power, both part of Flutter Entertainment, as the new official sponsors for The Irish Poker Open, which will be held in the RDS Ballsbridge Dublin from April 3 -10, 2023.

The deal will see both brands promoting the event, the tournament being live streamed and online satellites on both PokerStars and Paddy Power platforms, similar to prestigious PokerStars European Poker Tour (EPT) events. The tournament will feature a Main Event guarantee of €1M Euros, and PokerStars will also run an online Irish Poker Open series ahead of the event and will announce further details shortly. There will also be plenty of activities on and off the felt, for everyone to enjoy during their time in Dublin.

Paul O'Reilly and JP McCann, CEOs of The Irish Poker Open, said: "We are very proud to announce PokerStars and Paddy Power as the official sponsors of The Irish Poker Open and we are looking forward to bringing our players another epic Irish Open Poker Festival, whilst welcoming new players from around the globe! We have exciting plans in place for the growth of The Irish Poker Open, Europe's longest running poker festival, and we believe, with PokerStars and Paddy Power as the new sponsors this aligns perfectly with our vision for the growth of The Irish Poker Open over the coming years. This can only be a great thing for players."

Kevin Harrington, Chief Commercial Officer at PokerStars, said: "Ireland is the home of Flutter and we are truly delighted to partner with the already well-loved Open and work with our colleagues at Paddy Power and The Irish Poker Open to make this a very special event for all our players, not only for those in Ireland but for players from across the world. "

Spokesman Paddy Power said: "Paddy Power have over a decade of heritage as former sponsors of The Irish Poker Open, so the opportunity to make a comeback bigger than Boris Johnson (we could tell he was bluffing) by going *all in* with our colleagues in Flutter made us royally *flush* with excitement.

By the very nature of its warm hospitality, Dublin – which bears a remarkable resemblance to Vegas if you crank up the central heating – always attracts a *full house*. And we're at *full tilt* with plans to ensure the 2023 Irish Poker Open is the greatest poker tournament Europe has ever witnessed. On a more personal note, I've vowed to brush up on my poker puns before we return to the table."

Editor Notes:

Irish Poker Open

Thousands of poker players from all over the world will be making their annual pilgrimage to Dublin next April to take part in the [Irish PokerOpen](#). It's an event that is considered an absolute must on the international poker calendar and always attracts a stellar crowd. However, what many Irish Open entrants don't know is that they are competing in a truly remarkable event, the longest-running No Limit Hold'em tournament outside of Vegas with a history going back more than 42 years. The real game-changer for the Irish Poker Open came in 1984 however when a group of around 25 American players travelled to Ireland to play the tournament at Killiney Castle. The group included the reigning World Series of Poker champion Tom McEvoy as well as two times World Champion Stu Ungar, Chip Reese and Doyle Brunson. The £1,000 buy-in Main Event attracted widespread TV and press coverage in Ireland and put the Irish Poker Open firmly on the map. Most recently the legendary [Steve O'Dwyer](#), who has lived in Dublin for the last ten years, beat a field of 2,040 entries in his home city to win the first prize of €318,700. The Main Event prize pool this year was close to €2 million well surpassing the €1 Million Guaranteed which remains in place for the 2023 Main Event.

For more details, visit www.Irishpokeropen.com & The PokerStars Blog.

Play Responsibly! For more information on responsible gaming please visit our website at <http://www.pokerstars.com/about/responsible-gaming/>

For further information, please contact press@pokerstars.com or Info@irishpokeropen.com

About PokerStars

PokerStars operates the world's most popular online poker sites, serving the global poker community. Since it launched in 2001, PokerStars has become the first choice of players all over the world, with more daily tournaments than anywhere else and with the best online security. More than 200 billion hands have been dealt on PokerStars, which is more than any other site.

PokerStars is ultimately owned by Flutter Entertainment plc. (LSE: FLTR; EURONEXT: FLTR).

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