WELCOME

Members of the Media,

We look forward to welcoming you to the Seminole Hard Rock Poker Showdown running April 6 – April 22, 2015.

Media Guidelines are included within and should be read and fully understood prior to submitting your application. Upon review and approval of an application by Seminole Hard Rock Hotel & Casino, you will be issued an email advising of your accreditation status.

To collect your Showdown Access Press Passes, please contact Yaffa Mizrachi at 954-895-6480 or *Yaffa.Mizrachi@seminolehardrock.com* to coordinate pick up.

Rock on!

CREDENTIAL QUALIFICATIONS

Thank you for your interest in covering the Seminole Hard Rock Poker Showdown series running April 6 – April 22, 2015 held inside the resort ballrooms and featuring a $5,000,000 Guarantee Main Event.

Obtaining a media credential is required for access to the SHOWDOWN tournament area. Seminole Hard Rock Hotel & Casino reserves the right to grant or deny accreditation, limit the number of credentials issued, modify its rules or refuse access at its sole discretion. Adhering to the media requirements set within is essential to granting and use of the media credential throughout the tournament.

Applicants must be at least 21 years of age, a full-time reporting journalist for a local, national or international commercial print, broadcast or online news and poker outlet. Journalists must be on official assignment by the editor or producer to be considered for a credential. Links to by-lined articles must be submitted at time of application for review.

Marketing, public relations, advertising, sales, art directors, managers, publishers etc. are considered non-editorial staff and are not eligible for a media credential.

It is prohibited and considered a use of credentialed breach for media to provide content of any type to an outlet that is not listed on the credential and approved by Seminole Hard Rock.

Credentials are limited and therefore a privilege. Unauthorized use of a credential may result in the holder being banned from Seminole Hard Rock Hollywood and may lead to credential revocation from the accrediting organization for future Seminole Hard Rock Hollywood events.

SHOWDOWN Access Press Passes will be available for collection by contacting Yaffa Mizrachi, public relations manager, at 954-895-6480. A valid governmental form of identification must be presented to obtain a credential and available upon request while the Seminole Hard Rock Hollywood resort. Media credentials are required for access to tournament area and must be visible at all times and are non-transferrable.

PHOTOGRAPHY AND VIDEO

1) Flash photography is prohibited inside the tournament area.

2) Live streaming of video footage is prohibited by all outside media organizations.

3) Photography may be used for editorial purposes only and published or aired solely by the accredited media organization and its parent company (wire services exempt). Other use of photos or video is strictly prohibited.

4) When applying for and picking up credentials, media should include an explanation of coverage within the application to identify interest, including whether an interview with a player is requested.

5) All video footage requests that are considered a non news media production must be made prior to the SHOWDOWN tournament start. The production company will be required to sign a Location Agreement Form and provide appropriate Certificate of Liability in the amount set forth by The Seminole Tribe of Florida. Seminole Hard Rock Hollywood reserved the right to accept or deny any request for video footage of the SHOWDOWN.

6) Player interviews may be permitted with prior approval from the player and Seminole Hard Rock Hollywood SHOWDOWN Director of Poker, Tournament Coordinator or Public Relations Manager and conducted within The Poker Room only.

7) Video and still cameras are prohibited to enter The poker Room without being escorted by a member of the SHOWDOWN public relations team. Media are required to make SHRPO staff aware of their presence at check-in to ensure proper escort inside.

8) Photography and video are prohibited outside of The Poker Room including the casino floor, hotel common areas, pool, restaurants, Seminole Paradise and other non tournament areas without prior consent of the SHOWDOWN / Seminole Hard Rock Hollywood Public Relations Manager. Special requests must be directed to Yaffa Mizrachi at yaffa.mizrachi@seminolehardrock.com.

9) When approved to capture still / video footage outside of tournament area, a member of the Seminole Hard Rock Public Relations team will give direction to and escort media to designated coverage areas. Security casino procedures must be adhered to when photographing / videotaping.

10) During the Final Table, media will be provided instructions by Seminole Hard Rock staff on when access is permitted before and after to capture video and still photography.

11) Video during the Final Table is not permitted.

12) Media who requires additional photography may access a selection of approved photographs for download during the event at www.seminolehardrockpokeropen.com throughout the series. Please refer to photo credit guidelines.

TOURNAMENT ACCESS AND GUIDELINES

1) Approaching a player is only permitted during breaks or when a player voluntarily steps away from the table. At this time, credentialed media may get photography, video, hand coverage and general information for story coverage.

2) Media who interferes or distracts tournament players will immediately be escorted out of the tournament location.

3) Please be considerate of the players' attention to the game, do not disturb them during play and remain quiet while on the tournament floor when play is in action.

4) Tournament coverage may be denied due to space limitations. All media are required to abide by the direction of the SHOWDOWN staff.

5) Reporting media are not permitted in the Final Table area while play is taking place.

6) SHOWDOWN will release official chip count for the tournaments at the end of each day's play on www.seminolehardrockpokeropen.com where all of the SHOWDOWN action will be reported. Media is permitted to use those chip counts in their entirety at that time.

7) Video/photo of player's hole cards is not permitted.

8) Please refrain from using flash photography during tournament play.

9) Please dress in professional casual business attire representative of your media outlet. Limit one logo per outlet.

10) Only players and tournament staff is permitted to enter the final table area during live play unless approved by SHOWDOWN staff.

11) A designated media area will be available for credentialed media to use computers, cellular telephones, tablets and all other digital equipment during tournament.

CREDITS

Wherever possible, the following courtesy credit should be submitted by journalists and photographers to their respective editorial organizations:

"Seminole Hard Rock Poker Showdown at
Seminole Hard Rock Hotel & Casino in Hollywood, Florida"

Seminole Hard Rock Hollywood reserves the right to modify these rules at any time.