



Q & A WITH JEFF KLEIN, INVENTOR OF THE DB DEALER

Q: *Why is televised, Texas Hold 'Em poker so hot right now?*

A: Poker had been televised for many years, but it never made the audience feel as though they were part of the action. Beginning with the World Poker Tour® in 2003, the production values of the game increased, and now, viewers feel as though they are part of the game, sitting at the table, making million-dollar decisions in every hand.

The WPT reinvented the game as a spectator sport. Instead of three cameras shooting a bunch of guys holding their cards around an oval table, the WPT made the play come alive. They use 17 cameras to cover the hole cards (the original two cards dealt to every player), player and tournament audience reactions, and expert and play-by-play commentary, among other elements. Visually, the onscreen graphics allow viewers to match up each player's cards with the community cards, so there is also a bit of a puzzle-solving element, as well.

At every turn, we are able to watch a player's moves, understand their strategy, and watch them bluff others. Because we have already seen the cards, we are one step ahead of the live play and can watch a player get sucked into a bluff. It's like the audience for a horror film: people watch these televised tournaments and yell, "Don't do it!" The player jumps off the cliff and you just can't stop him.

Also, the commentators describe players' tells (tics or behaviors that indicate bluffs or play strategy), and as viewers, we all become armchair psychology experts. This is high stakes human drama - - there is just no better reality television on the air today. And now, many of the top players are becoming celebrities. And you know, everyone loves to love (and hate) celebrities.

Q: *What is it about poker that has captured the public's fancy?*

A: First of all card games encompass a huge, social tradition where anyone can play at home. My father enjoyed a monthly game with his college buddies that lasted more than 20 years.

More recently, with the expansion of online play as well as the growth of satellite tournaments (regional play that qualifies players for bigger games) many successful home or club gamers and online players have gone on to win huge pots at national and international poker events. Some of these upstart players have beaten those who make their living at the game. And so the Horatio Alger myth works - - even the common man or woman, with some diligent work, can (sometimes) become a huge cash winner.

"THE DEALER BUTTON WITH THE BUILT-IN TOURNAMENT BLIND TIMER"

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Q: *How did you come up with the idea for the DB Dealer?*

A: I was busy playing in a few club games every week. Our play resembled that of bigger tournaments except for one element: the big tournaments were using computers to keep track of blind increases (the minimum bet required for a given round). Like many home players, we were using microwave or stove-top timers, cell phones alarms, and good, old-fashioned alarm clocks. I just thought we needed a better timer that could sit on the table top. Since the dealer button was already there, it made sense to combine the two. In our own play, it feels like a natural combination since it gets passed around for everyone to see.

Q: *Where did you get the investment support?*

A: DB Dealer, Inc. is privately held and funded. I used funds from my partnership in a health insurance brokerage, as well as cash from the sale of some commercial properties. Rob Rae has also owned, operated and sold various companies in the past and he has participated financially, as well.

Q: *When did you start playing poker?*

Besides my Dad's monthly game, my family always played at holiday gatherings and it was a big deal to move from being a railbird (observer) to a player. I was about 12, I guess, when I was allowed to join in. My brother and I played a lot in high school, but I could never find a game in college.

I got back into the game in November 2003. A friend of mine took me down to a warehouse in an industrial area of Portland and we played with about 15 people. It was my first-ever Texas Hold' Em tournament. It was a \$20 buy-in (entry fee) with unlimited re-buys. I think I lost about \$100. I played almost every hand - - I really didn't understand the rules too well. But it was a real rush and so I continued from there.

Q: *Do you think that young people are getting hooked on gambling through poker?*

No, I don't think this is happening, and we do not advocate children's gambling.

However, kids are watching the tournaments on television. One recent, final-table player explained that he got into the game specifically because his daughter, who was ill with cancer, encouraged him to do so. She'd found the televised tournaments exciting and wanted to see her Dad on TV.

It is important to recognize that family poker play can be enjoyable and educational. Kids can use the game to improve their math and deductive reasoning skills, as long as the stakes aren't real. (Pennies are good, hundred dollar bills, probably not so good). The wagering in family games should unfold much like the game of Monopoly®. Poker can foster great interactive family nights - - something everyone can do together - - versus solo video games or television-watching.

Q: *Who are your target customers?*

I think our target customers are poker enthusiasts like me, playing at family gatherings, with other couples or for a guys or girls night out. The DB Dealer is a must-have missing ingredient of any home tournament or poker set.

An additional target might include satellite tournaments or casino play, where multiple tables are playing at the same time, but at different stages of play.

