Poker Legend Phil Hellmuth Partners with the World Series of Poker App

World Series of Poker® (WSOP)[1], a Playtika® studio and the world's no. 1 play-for-fun poker game[2], has launched an in-app campaign with Phil Hellmuth, widely regarded as the greatest poker tournament player of all time.

This month, WSOP players have access to a whole new album within the app, offering the chance to play 10 legendary poker hands chosen by Hellmuth, accompanied by real life footage from Hellmuth's appearance at the official WSOP Tournament.

Hellmuth has also recorded exclusive video clips for the WSOP® community, in which he provides poker tips and shares candid thoughts on the ups and downs of his legendary career. This will bring players of the free to play WSOP game closer to the champion than ever before. So far, Hellmuth has won 16 WSOP bracelets throughout his 35-year career.

Hellmuth comments on the innovative partnership:

'As a poker legend, it is amazing to see the level of enthusiasm for the game that exists online within the WSOP app community! That's a big part of why I jumped at the opportunity to share my expertise with all the fans using our platform. Whether WSOP players count me among their favourites or not, many will have seen me play online, analysed my hands and hopefully learnt a thing or two. Now, they can get tips from me directly and get to know me on a whole new level!"

He also teased some of the guidance he'll be sharing with WSOP players*:"My main advice to newer players is to not lose your nerve ... ever. Being cool headed is always a good recipe for success Let's play!"[3]*

About World Series of Poker®

WSOP is the official free to play app of the World Series of Poker, and the world's most downloaded free poker game. Home to millions of poker players across tablets and mobile, the game features countless exciting game modes, tournaments and special events while rewarding its best players with authentic virtual WSOP® prizes and poker-player trophies and glory.

About Playtika®

Playtika Holding Corp. (NASDAQ: PLTK) is a mobile gaming entertainment and technology market leader with a portfolio of multiple game titles. Founded in 2010, Playtika was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, and guided by a mission to entertain the world through infinite ways to play, Playtika has offices worldwide and employs over 4,000 employees.

[1] The World Series of Poker trademarks are licensed by Caesars Interactive Entertainment, Inc.

[2] According to Data.ai, World Series of Poker is the world's most popular free-to-play Poker (Casino) game by worldwide downloads from Jan - Dec 2021 across iOS and Google Play.

[3] WSOP is intended for those 21 or older and is for amusement purposes only. WSOP is not a real money app and does not offer real money gambling or an opportunity to win real money or prizes. All prizes are virtual and have no cash value. In app purchases are available.