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FOR IMMEDIATE RELEASE

**THE DEVELOPERS OF HOLD'EM MANAGER 2 AND POKERTRACKER 4
ANNOUNCE CORPORATE MERGER**

Download PokerTracker 4 Free 30-Day Trial: <http://pokertracker.com>
Download Hold'em Manager 2 Free 30-Day Trial: <http://holdemmanager.com>

Las Vegas, Nevada - August 21, 2014: Representatives from PokerTracker Software, LLC and CardRunners Gaming, Inc announced today that the two companies have merged on August 1st, 2014 to create a new privately held company operating under the name Max Value Software, LLC ("MVS").

PokerTracker Software, LLC was best known for its very popular **PokerTracker 4** suite of online poker personal tracking tools. In addition to creating the first commercially available tracker for online poker play thirteen years ago, the developers of PokerTracker created the commonly used statistics referenced regularly on poker TV shows such as "Voluntarily Put Money in Pot," "Pre Flop Raise" and "Aggression Frequency".

CardRunners Gaming, Inc was the developer of the very popular **Hold'em Manager 2** suite of online poker personal tracking tools; and CardRunners.com, the world's best online poker training site with training videos for all poker stakes and game variants.

Both brands will continue to develop and promote their genre defining applications; the merger combines the management teams, staff, resources, and intellectual property into one unified business while maintaining the separate Hold'em Manager and PokerTracker product lines.

KEY TRANSACTION HIGHLIGHTS

- This transaction will result in Max Value becoming the world's largest and most popular third party online poker software developer and reseller.
- MVS intends to continue to maintain the highly successful PokerTracker and Hold'em Manager brand lines for the foreseeable future, including the eventual development and promotion of Hold'em Manager 3 and PokerTracker 5.

- Both PokerTracker and Hold'em Manager support and are approved for use at the most popular online poker networks in the world including:

PokerStars (Amaya)	us.888poker
Full Tilt (Amaya)	WSOP.com
partypoker	iPoker
BorgataPoker	GTECH
nj.partypoker	OnGame (Amaya)
888Poker	Winamax

- In addition to developing the PokerTracker and Hold'em Manager brands, MVS intends to continue development and/or resale of key online poker software tools such as:

TableNinja	Table Scanner
NoteCaddy	SitNGo Wizard
Leakbuster	Tilt Breaker
TableTracker	

“It is our hope that this newly unified company will have the strength to encourage greater integration with the online poker industry and to responsibly address the needs of the players in new ways without diminishing the existing Hold'em Manager and PokerTracker brands,” said Derek Charles; MVS Partner and President of the PokerTracker division. “The new company intends to maintain and expand both brands extensive history of customer support, while providing a renewed investment in research and development.”

Max Value Software Partner and President of the Hold'em Manager division Jim Varnon said “Development, support, and product development; all aspects of our merged companies are now even richer in industry experience and expertise. While Hold'em Manager and PokerTracker are already the two industry leading brands, our goal is to raise the bar. The merger, and the opportunities it presents, has inspired us to reach for an even higher standard in both product and support. It has inspired us to strive for even more creativity and innovation in meeting the software needs of online poker players.”

MVS is proud to continue PokerTracker’s sponsorship partnership with the **European Poker Tour** as the official poker tracking software of **EPT Season 11**. The partnership will involve PokerTracker representatives attending select European Poker Tour stops to showcase and demonstrate the PokerTracker line of products.

About Max Value Software

Max Value Software, LLC is the premier developer of online poker software tools and is considered the leading innovator in the field of statistical poker analysis. The company develops the PokerTracker and Hold'em Manager product lines which are the most trusted online poker software brands in the world.

Please contact Steven McLoughlin at media@maxvaluesoftware.com for media inquiries. A free demonstration of the online poker software products developed and distributed by Max Value Software including PokerTracker 4 and Hold'em Manager 2 are available upon request. Both PokerTracker 4 and Hold'em Manager 2 provide a free 30 day trial period.

PokerTracker 4 Merger Announcement: <https://www.pokertracker.com/announcement/pokertracker-holdemmanager-merger.php>

Hold'em Manager Merger Announcement: <http://www.holdemmanager.com/holdemmanager-poker-tracker-merge>

Logos:

