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**Brand-in
Entertainment**

Press Release



Premier Brand Integration Firm, Brand In Entertainment, Gets In "Pool, Poker and Pain's" Corner.

Brand In Entertainment has joined up with **Pool Poker & Pain** creator, Blair Thein, to elevate the level of the new show's offering.

Los Angeles CA, August 31, 2009: Brand In Entertainment works directly with national and international brands, seamlessly integrating them into the heartbeat of popular culture. BIE brings over 35 years of advertising experience, along with an impressive roster of clients who appreciate the effectiveness of brand integration.

Blair Thein is the sports and entertainment visionary who created and built the breakthrough concept called "Pool, Poker, and Pain." PPP combines three of the hottest sports on the planet: Pool, Poker and Mixed Martial Arts (MMA), in a character-based reality show. The show will culminate in a live event at a Las Vegas casino, making sports and entertainment history.

"Pool, Poker, and Pain" will introduce a multi-talented, "new breed" of athlete: one who has the charisma, heart, will, and talent that it takes to grab the attention of a new breed of entertainment consumer.

In today's competitive entertainment landscape, Blair acknowledges that it will take the right branding to collaborate to maintain the integrity of his vision, as well as the integrity of each respective sport, to draw die-hard fans from each blockbuster industry.

In approaching BIE with the concept for "Pool, Poker and Pain," Blair was passionate about ensuring that his vision is executed through a creative approach that will maintain the honor and authenticity that each sport/game deserves.

To maintain the highest standards in all three disciplines and draw the most discerning fans, Blair Thein has invested the last four years developing this concept through recruiting a pool of multi-talented coaches and contestants.

President of **Team Believe Promotions**, Blair Thein has utilized his lifetime of networking around the sport of pool to find and recruit some of the most impressive athletes, including many top professional pool players in the game today.

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Not only has Blair gained the interest and support from contestants, but he has also garnered support from all three fields, including press coverage in each industry (pool, poker, and MMA). He has also gained sponsorship from arguably the most trusted brand in billiards today, **Simonis Cloth**.

Billiards industry leader **Iwan Simonis** has recently given Blair his support in this project, stating, "I decided to sponsor [Blair Thein's] event to push the boundaries of pool as a universal game of nerves and skill, and to see how it fares as one of the three disciplines combined to provide a new kind of entertainment and interest in our sport."

Rolfe Auerbach, President and CEO of Brand In Entertainment, also mentioned that he is excited to be a part of the branding of this remarkable concept, ensuring that today's savvy sports fans and brands can be a part of the future of sports and entertainment.

Just as many traditional media outlets are eroding with the advent of new technologies, many traditional forms of entertainment just don't pack a big enough punch to break through to a new paradigm for sports and entertainment in the 21st century... and that's just what "Pool, Poker, and Pain" intends to do.

One of the keys to executing this project will be integrating the sport of pool (billiards) into the conversations of sports fans across the world, shaping not only popular culture, but the way that pool is perceived worldwide. In the last decade, poker has experienced breakthrough growth, and it is undisputed that MMA is the fastest growing sport in the world, so Blair is excited that the "master of integration" is the chef stirring the pot in this project.

BIE will help Blair not only shock the sporting world, but also provide a platform to engage viewers in an exciting way, spicing up the dialogue around water coolers worldwide.

"Pool, Poker, and Pain" is the ultimate interactive sports-entertainment experience, and Brand In Entertainment is excited about moving forward with this concept, giving the sports of pool, poker, and MMA a radical heart transplant.

For More Information, Please Visit:

Brand In Entertainment
www.brand-inentertainment.com

Iwan Simonis
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Pool Poker and Pain:
www.poolpokerandpain.com