

## **Matchroom Sport Un-Veil New Poker Presenter**

Matchroom Sport is delighted to announce the signing of TV presenter Roxanne Siordia to their team. Roxanne, a keen poker player, will host a number of Matchroom Sport Poker productions beginning with the PartyPoker.com European Open III in December which will be shown on Channel 5 in early 2007 and syndicated throughout the World.

Born and raised in a small southern California town, Roxanne turned to modeling after school and it wasn't long before she was gaining headway in the entertainment industry. Chosen as the first of Maxim's Hometown Hotties, Roxanne became cover girl for Maxim's 2006 engagement calendar, and also featured in Maxim's national poster campaign.

Since then Roxanne has featured in various national ad campaigns for Budweiser and Coca-Cola. and is now venturing into television where she has hosted several network sports segments for Fox, Showtime and ESPN.

"I'm very excited about working with Matchroom Sport on their global Poker productions. They are number one in televised poker and I'm looking forward to teaming up with Jesse May at the PartyPoker European Open in December. My poker is pretty good but I'll certainly be looking to pick up a few tips from the players!"

The PartyPoker.com European Open will be shown on Channel 5 from the 31<sup>st</sup> January 2007 and will feature 72 of Europe's leading players battle it out for the \$360,000 prize fund.