

Caesars to launch online poker site this week

By Richard N. Velotta, Las Vegas Sun

Caesars Entertainment's online poker website, using the World Series of Poker brand, will launch Thursday morning, company officials said Monday.

Caesars Interactive will capitalize on the brand with online tournaments feeding into the company's annual competition at the Rio that runs from late May to mid-July.

The site, WSOP.com, will launch with a variety of poker games, including stud and Omaha hi-lo as well as Texas hold 'em. And unlike its lone competitor – Station Casinos' Ultimate Poker – it will offer Mac-friendly computer compatibility.

Only residents or visitors to Nevada will be eligible to play, but Caesars – which is the parent company of Harrah's Lake Tahoe and Harveys – is supporting efforts to enable "shared liquidity" that would involve compacts to allow players from others states to play in Nevada's games.

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