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**BPONG.COM™ and Bally's Atlantic City Partner to Bring
Beer Pong to the Jersey Shore**

***Bally's Wild Wild West will become the hottest place for beer pong
on the East Coast***

Las Vegas, Nevada—June 2, 2010—BPONG.COM™, leading retailer of beer pong gear and founders of The World Series of Beer Pong™, have partnered with Bally's Atlantic City to bring beer pong to the heart of Atlantic City! The Wild Wild West Casino, part of Bally's Atlantic City, located at center Boardwalk, will house the new gaming area in the new entertainment venue The Main Stage. There will be 12 beer pong tables next to mechanical bull rides and free live music starting this June. Beer pong enthusiasts and casual pongers alike will be able to play 24 hours a day with BPONG™ gear that has set the industry standard.

"We have been planning to bring beer pong to Atlantic City for some time now," said Billy Gaines, co-founder of BPONG.COM and The World Series of Beer Pong. "Bally's is an ideal setting for a dedicated beer pong area, and we're excited to be a part of the Wild Wild West Casino re-vamp project. This is only the beginning of many exciting partnerships and events to come."

Bally's Atlantic City will offer beer pong every night of the week as an integral part of Bally's renovation to its Wild Wild West Casino. Situated next to the stage where DJ's and bands will perform every weekend, the BPONG beer pong area will be conveniently located right next to the Main Stage Bar so players can keep the competition going with quick and easy pitcher and cup refills.

"Bally's has been the leader in providing affordable and innovative entertainment options in Atlantic City for more than 30 years," says Joe Domenico, Senior Vice President and General Manager of Bally's Atlantic City. "This partnership with BPONG.COM, along with guest favorites ranging from our famous '24 Hour Happy Hour' to Sammy's Beach Bar, affirm that Bally's remains committed to providing an exciting casual atmosphere at center Boardwalk where great times can, and will, be had by all."

For more information on BPONG and The World Series of Beer Pong please visit:
www.bpong.com and www.bpong.com/wsobp.

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ABOUT BPONG.COM:

Founded in 2001, BPONG.COM is the official governing body of beer pong and the Center of the Beer Pong Universe™. BPONG.COM's founders have a deep love and respect for the sport of beer pong, and their website is the largest community for beer pong players to get together online. BPONG.COM also offers the most beer pong gear and equipment of any beer pong website in existence. Their goal is to bring together the numerous independent leagues across the country and form a single, unified league for the popular and fast-growing sport. For more information, please visit www.bpong.com.

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About Bally's Atlantic City:

At Bally's Atlantic City, guests can choose their experience from three casinos: Bally's, the Wild Wild West Casino and Claridge Casino, as well as Coyote Kate's Slot Parlor and Billy's Poker Room. With fourteen dining destinations, four hotel towers, an unrivaled hotel spa, a beach bar, big name entertainment and championship fights, Bally's is an exciting choice for all fun-seekers. Bally's is located at the famed address of Boardwalk and Park Place in Atlantic City, New Jersey. For more information, call 609-340-2000 or visit www.ballysac.com.

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