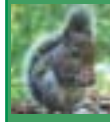




Special Postage Rates:
£40 in the UK,
overseas please contact us.

NEW FOR 2006 - FULL SIZE POKER TABLE £299.99

Add the authentic touch to your home games with this 82" (2.08m) Poker Table. The table has nine player positions, along with a dealer spot and their very own inbuilt chip tray. A velveteen playing surface ensures the cloth will last much longer than many felt tables on the market, and click lock legs make it very sturdy. The padded rail means that those of you who like to sit at the table for hours on end can do so in comfort. Drinks holders also means your cloth is likely to avoid accidental spillages.



THE HOME GAME PACKAGE

500 piece Chip Set in Aluminium case, two decks of Fournier Plastic Playing Cards and two Cut Cards - everything you need to run your own home game!
RRP: £121.83 **SPECIAL OFFER £109.99**

HOME GAME PACKAGE AND FULL SIZE POKER TABLE

The Complete Set up FOR £350 - Save £72!



11.5G CLAY COMPOSITE CHIPS

Bring your home game to life with a high quality set of clay composite chips. Sold in sets of 100 and coming with 100 capacity plastic chip trays. Please specify your colour preference when ordering.

100 Chips	£29.95
300 Chips	£74.95
500 Chips	£99.95
Chip Tray - 100 chip	£4.95

When buying your chips, you need to know how many players you are catering for. A set of 100 chips will be enough for upto 4 players, whilst larger home games of 8-9 (a typical Texas Holdem table size) would need 300. A mix of around 4 colours is ideal, although you can of course vary this.

WOODEN CHIP CHEST £99.95

A 300 piece 11.5g clay composite chip set, housed in a wooden chest. A long term solution to housing your chip collection.



ALUMINIUM CHIP CASE

£99.95

Save money and time with this pre-packed set of 500 dice design poker chips. These sets are already made up and ready to play, including 500 poker chips weighing 11.5gm each, a set of five red casino-style dice and two packs of standard playing cards. Comprises 150 white chips, 150 red chips, 50 green chips, 50 black chips and 50 blue chips. Measures approximately 580x200x60mm



CUT CARD £0.99

Give your game the professional look. Use the cutcard to prevent anyone accidentally peeking at the bottom of the deck.

DEALER BUTTON £2.99

Forget whose turn it is to deal? Simple and effective, using a dealer button prevents any confusion.



Carta Mundi Poker Cards £1.49

Plastic coated poker sized cards, available with red backing. Comes with pamphlet explaining the rules of poker. Available in Red.

Blackjack Cards £1.49

Same design as above, but with blue backing, as well as an accompanying guide to Blackjack.



Bicycle Poker Cards £2.99

Plastic coated poker sized cards, and one of the best known brands of cards used today. Still commonly used in casinos as well as home games. Available in Red and Blue.



Fournier Pure Plastic Cards £9.99

Bent and marked cards are an annoyance for every poker player, which is why pure plastic cards have become increasingly popular. Fully washable and packaged in a clear plastic box, these 100% plastic cards are a long term fix to your poker card dilemma.



DUE DECEMBER 2006...

KEM Arrow Cards

£24.99 per double deck (large index)
£14.99 per single deck (jumbo index)

100 % Plastic Kem Cards are widely regarded as the world's finest playing card. Kem cards are made entirely of cellulose acetate material, the most durable plastic used today in playing card production. These cards are scuff and break resistant and completely washable.

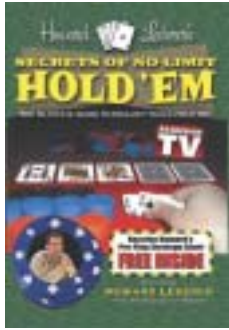
BUY ANY 12 DECKS OF POKER CARDS FOR THE PRICE OF 10*

* OFFER EXCLUDES KEM CARDS

Tel: 020 7388 2404 Fax: 020 7388 2407 Email: info@londonpokershop.com Order online at www.londonpokershop.com



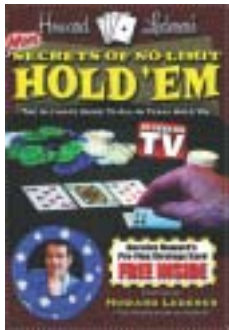
DVDs from today's greats...



Secrets of No Limit Hold'em £14.95

The ideal way to get started in the game of Texas Hold'em. In this easy to follow video, Howard explains the basics of No Limit Hold'em. You can also learn how to spot an opponent's weaknesses and 'tells', when to fold, which pots to enter, and how to figure out your 'outs'. With recommendations on how to set up your own game, the equipment required and how to deal, this is the perfect way to learn Hold'em from one of the games leading players.

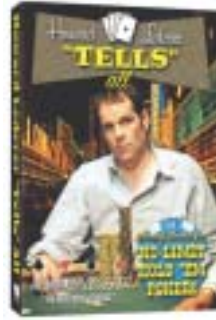
Running time: 90 minutes



More Secrets of No Limit Hold'em £14.95

Howard's more advanced video in his No-Limit Hold 'Em series deals with more intricate poker topics such as slow play, informational raises, value of the suited connector as well as additional "Tells." There is also some subtle refinement of which starting hands to play and how to play, which allows you to bring a new level of deception to your game.

Running time: 90 minutes



Howard Lederer 'Tells' All £14.95

Looking down at your cards, betting when you have a good hand and folding when you don't is easy enough. The next level of progression in Hold'em is the ability to pull, and importantly *spot*, bluffs. Much of the information you are given when someone is bluffing is through 'tells' - a clue your opponent unwittingly gives about the strength of his hand. So whether you are playing at home with friends, entering a tournament or playing at the casino, this DVD will help you interpret all the tells around the table.

Running time: 60 mins



Secrets of Limit Hold'em £14.95

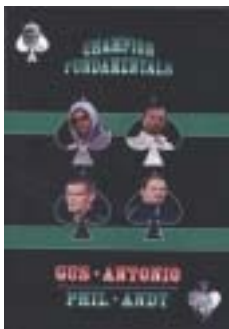
Before turning his attention to No-Limit Hold'em, Lederer was widely acknowledged as a world class Limit player. To the uninitiated there is little difference between Limit and No Limit. However, with the scope for bluffing reduced and the need for technique heightened, Howard shows you that Limit is a game where practice, study and passion can make you a great player.

Running time: 90 mins

SPECIAL OFFER!

**BUY ANY TWO LEDERER DVDs for £27.50
BUY ALL FOUR for £50**

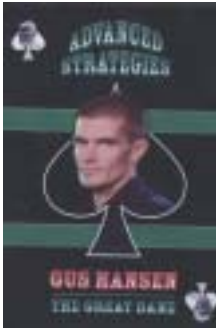
SPECIAL OFFER!



Champion Fundamentals £19.95

Learn the fundamentals of Texas Hold'em from Gus Hansen, Andy Bloch, Phil Laak and Antonio Esfandiari. These four champions teach you everything from basic strategy, playing early, middle and late position, reading the board to managing your bankroll and the secrets of bluffing. Watch as these players show you step by step and in actual game situations how to play winning Hold'em. Don't guess about how to play Hold'em, know it.

Running time: 56 minutes



Advanced Strategies £19.95

In this DVD Gus Hansen shows why he is simply the best strategist in the game. Find out how he keeps opponents off guard and guessing. In this revealing DVD Gus talks about bluffing strategies, starting hands to avoid, knowing your outs, calculating your odds, how to play the flop, turn and river. Learn the strategies for playing multi-player pots, heads up, check raising and when to limp in. Gus brings your game to the next level and shows how he intimidates other players with aggressive play and championship strategies.

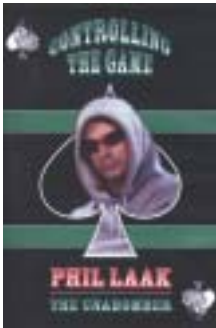
Running time: 69 mins



Chip Mastery £19.95

World Poker Tour Champion and professional magician Antonio Esfandiari teaches all the best chip tricks, from the shuffle to the near impossible roll down. The undisputed best chip master in the world teaches step by step each trick from the basic to the impossible in incredible detail revealing secrets and tips that only he knows. What is so important about mastering chips? It is part of your table image - a critical part of controlling the game

Running time: 53 minutes



Controlling the Game £19.95

Phil Laak is one of the most colourful and intimidating players in the world. Now Laak pulls back his trademark hood to reveal the emotional aspect of poker. This is a fascinating look at complex strategies, emotions and analytical aspects of poker. Table presence and controlling the game are critical for winning Hold'em, and here Laak gives an in depth look at the maths behind Hold'em, how your bankroll impacts betting, and recognising the 'rocks' and 'squeezers'. If you want to control the game this DVD is a must.

Running time: 41 mins

SPECIAL OFFER!

**BUY ALL FOUR 'GOING ALL-IN' DVDs
and receive a FIFTH DVD FREE**

SPECIAL OFFER!

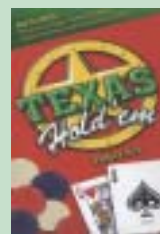


Bonus DVD Only available on Special Offer

The old adage is to 'practice what you preach', and so in this bonus DVD you get to see the Going All In Pros playing through hands, explaining all the checks, raises and folds along the way. With over two hours of footage and four of the world's most aggressive and technical poker players dissecting their play, it is sure to be an action packed and informative session at the felt!

Running time: 124 minutes

Beginners Hold'em Package



Texas Hold'em Poker Set £6.99

Contains 100 plastic chips, strategy and rules leaflet and one deck of cards.



Caro's

Fundamentals of Winning Poker £9.99

Pro player Mike Caro shows you all you need to get started in Hold'em

SPECIAL OFFER - BOTH ITEMS ABOVE FOR JUST £12.99

Tel: 020 7388 2404 Fax: 020 7388 2407 Email: info@londonpokershop.com Order online at www.londonpokershop.com



HANDHELD POKER COMPUTER

Excilbur Poker Computer
£34.99

Play exciting Texas Hold'em Poker with six computer players! Real casino action, voice and sound effects – right in the palm of your hand!

Play limit, pot limit or no limit. Choose from practice or tournament modes. Includes a glossary of all the popular poker terms plus a rule guide to the game. It even shows you the odds of winning with your first two cards – just like on TV! *Requires 3 x AAA batteries*



CARD SHUFFLERS

Wooden Card Shuffler £34.99

Shuffler made from wood panels with sturdy metal base, which can handle up to two packs of cards, either regular or pure plastic (see page 41).
Requires 4 x AA batteries

Deluxe Card Shuffler £24.99

Card shuffler which takes away the need to do the hard work yourself. Can take up to two decks of cards, plastic or regular linen cards. Wide base means extra stability. *Requires 4 x AA batteries*

POKER SOFTWARE

Fom Wilson Software, the strongest poker playing programs

Tournament Texas Hold'em (version 5.0) £49.99

Realistic tournament play. Play in a single table satellite tournament up to a 100 table tournament with over 900 entrants. You can select limit play, no-limit play or pot-limit play. Select competition level (average, tough, toughest). Status chart shows how well you're doing versus the competition.

Turbo Texas Hold'em (version 6.0) £69.99

"There is no better software on the market at any price." - Lou Krieger. Instant advice and exact odds. Challenge the best computer player. Can you beat him? Analyse play based on the number of opponents. Exact odds by clicking a mouse button.

Seven Card Stud (version 4.0) £69.99

Improved playing capability of computer players. Instant advice and exact odds by clicking a mouse button. Players make moves to steal pots. Players vary their playing style. Option to take the rake from the pot. Warning if your bet action disagrees with the advisor (can be turned off). Option to skip unplayable hands and speed up play.

Turbo Omaha High (version 3) £69.99

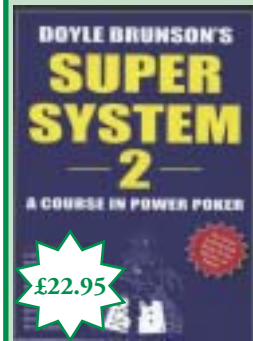
Test your Omaha skill by "Challenging" the best computer player. Sherlock Holmes plays 50, 100 or 200 hands then lets you take his seat and play exactly the same hands against the same opponents. Can you consistently outplay him and make more money?



BUY ANY TWO PIECES OF WILSON SOFTWARE AND DEDUCT £10

THE NUTS...

Classic poker reads from the London Poker Shop



Super System 2 - Doyle Brunson

Super System 2 gathers together the greatest players, theorists, and world champions and expands upon the original with more games, new authors, and most importantly, more professional secrets from the best in the business. This superstar lineup is led by Doyle Brunson, two-time World Series of Poker Champion and nine-time WSOP gold bracelet winner. His hand-picked roster of expert collaborators includes: Daniel Negreanu, Lyle Berman, Bobby Baldwin, Johnny Chan, Mike Caro, Jennifer Harman, Todd Brunson, and Crandell Addington. 672 pages!

£22.95



Harrington on Hold'em: V of I

The first part of what is proving to be a modern day classic, 1995 World Series Main Event winner Dan Harrington discusses advanced techniques in multi table tournaments. Learn how to vary your style, optimize your betting patterns, analyse hands, respond to a re-raise, play to win the most money possible, react when a bad card hits and more. Harrington's credentials on this topic are unsurpassable: Main Event winner in 1995, 3rd in 2003 (897 runners) and 4th in 2004, with over 2500 runners.

£19.99



Harrington on Hold'em: V of 2

Volume II: The Endgame shows you how to play in the later phases of a tournament, when the field has been cut down, the blinds and antes are growing, and the big prize money is within sight. Harrington shows you how to make moves, handle tricky inflection point plays, and manoeuvre when the tournament is down to its last few players and the end is in sight. He's also included a whole chapter on heads-up play, whose strategies up to now have been a closely-guarded secret of the game's top masters.

£19.99



Hold'em Poker - David Sklansky

One of the best-selling poker books available. The text is designed for someone relatively new to the game, but it still contains much sophisticated material. The text is probably best known for the Sklansky Hand Rankings, which made the game much simpler to quantify and understand. Some of the topics include the importance of position, the first two cards, the key "flops," strategy before the flop, semi-bluffing, slowplaying, check raising, head-up on fifth street, and how to read hands. Not only was this text a major contribution to the growth of this game, it is also a book that should still be read by all serious players

£13.99



Theory of Poker - David Sklansky

Theory of Poker discusses theories and concepts applicable to nearly every variation of the game, including five-card draw (high), seven-card stud, hold'em, lowball draw, and razz (seven-card lowball stud). You are introduced to the Fundamental Theorem of Poker, its implications, and how the theorem should affect your play. Other chapters discuss the value of deception, bluffing, raising, the slow-play, the value of position, psychology, heads-up play, game theory, implied odds, the free card, semibluffing, and much more. One of the most influential poker books ever written.

£19.99



Caro's Book of Poker Tells

You have a pretty good hand. You line up some chips and make a bet. The guy next to you makes a raise. Deciding your hand isn't good enough to call, you fold and he shows you a useless hand. How did he do that? Probably because you gave him some kind of 'tell' - a movement, comment or twitch which gave away the strength of your hand. Eradicate your tells, and spot your opponents using THE book on tells.

£18.99

Londonpokershop.com
We've got the nuts...



POKER BOOKS

Bad Beats & Lucky Draws - Hellmuth £14.95

'The Poker Brat' recalls hands from the WSOP and WPT, with plenty of insight and advice. Contributions from Doyle Brunson, Johnny Chan, Annie Duke and Howard Lederer.

Basics of Winning Poker - Allen £3.95

64 page handy pocket guide shows how to play and win money at poker. Learn the rules and variations, bets available, payoffs, odds, and inside winning strategies from the pros.

Big Book of Poker - Warren £16.95

Best-selling author and poker expert Ken Warren takes you from the basics of poker to the ins and outs of playing and winning at every type of game.

Bobby Baldwin's Winning Poker - Baldwin £12.95

Fascinating account of former world poker champion Bobby Baldwin's rise to the championship. Covers his early days playing poker in dangerous roadhouses to his high-stakes poker games against other poker legends.

Caro's Fundamental Secrets of Winning Poker £9.99

Poker theoretician and strategist Mike Caro presents the essential strategies, concepts, and reveals the secret winning plays that comprise the foundation of winning play.

Championship Hold'em - Cloutier & McEvoy £19.95

This book teaches hard-hitting hold'em the way its played in both limit cash games and tournaments. Advice is given on how to win money in rammin'-jammn' games, kill-pot, jackpot, shorthanded, and other types of cash games.

Championship No Limit & Pot Limit Hold'em - Cloutier & McEvoy £19.95

Professional players use the strategies outlined in this book to win cash games, tournaments, championships and million dollar prizes. Learn from two champions who are among the elite.

Championship Table - Smith, McEvoy & Wheeler £9.99

Celebration of three decades of World Series of Poker champions features the most interesting highlights of every tournament and an inside look at the strategies the champions used.

Education of a Poker Player - Yardley £9.99

Yardley's autobiography stands out not only as a poker playing manual but also as an exposure of the cynical reality behind the American Dream.

Handbook of Winning Poker - Silberstang £7.95

Beginner's guide to poker explains the basics of more than 10 casino and home poker games.

High-Low Split Poker, Seven Card Stud & Omaha Eight or Better for Advanced Players - Zee £23.99

Discusses starting hands, counterfeiting, playing multiway pots and using scare cards.

Hold'em Poker for Advanced Players - Sklansky & Malmuth £19.99

Topics include play on the first two cards, semi-bluffing, the free card, inducing bluffs, staying with a draw, playing when a pair flops, playing trash hands, desperation bets, reading hands, psychology, and more.

How Good is Your Pot Limit Omaha - Reuben £12.99

Evaluate and improve your Pot Limit Omaha ability in this 'test yourself' format.

How Good is Your Pot Limit Hold'em - Reuben £12.99

Evaluate and improve your Pot Limit Hold'em ability in this 'test yourself' format.

How to Beat Low Limit 7-Card Stud - Kammen £11.95

Written for low limit and first time players, this book shows players the different hands that can be played, the correct bets to make, and how to tailor strategies for maximum profits.

How to Play Winning Poker - Cardoza £9.95

This new and expanded edition shows playing and winning strategies for all major poker games: five & seven card stud games, omaha, draw poker, hold'em, and high-low.

How to Win at Omaha High-Low - Cappelletti £14.99

Omaha is becoming popular for a simple reason- if you know what you're doing, you can win more money playing Omaha High-Low than any other game. This book will help you on your way.

Improve Your Poker - Ciaffone £14.95

This covers beating a loose game and tight/loose play, deception and bluffing, the mental side, reading opponents, 6 pages on Omaha, overbetting, position, plus more.

Inside the Poker Mind - Feeney £16.99

Winning poker is a process that requires a lot of thinking as well as a thorough and systematic approach to the game. That is what this book is about.

Ken Warren Teaches Texas Holdem £18.95

Practical advice and concepts accompanied by examples from actual games. Lessons include: Starting Cards, Playing Position, Check-raising, Tells, Game Selection, and Odds.

Killer Poker Strategy and Tactics - Vorhaus £9.99

Add aggression to your game using the techniques described here. Vorhaus is a fearless player, and the book reads accordingly.

Killer Poker Hold'em Handbook - Vorhaus £10.99

Exercises and advice designed to make you more aggressive at the table. Explanations make the work fun and informative!

Middle Limit Hold'em Poker - Ciaffone £16.99

Written for the improving player, Ciaffone discusses the large differences in strategy when playing mid-level stakes in a public cardroom or on the Internet.

No Limit Holdem - Daugherty & McEvoy £18.95

Outlines the winning principles of No-Limit Hold'em.

Omaha Holdem Poker - Ciaffone £12.95

Covers rules, basics, betting procedures, importance of being suited, evaluating starting hands, pot limit play, percentages, Hi-Lo split and tournament strategy.

Play Poker to Win - Slim £9.99

Amarillo Slim reveals here that to win at poker requires not only a mind that can count cards, read hands and evaluate the complex laws of probability but also an ability to analyse every aspect of human nature.

Poker Essays - Malmuth £16.99

Topics covered include general concepts, technical ideas, structure, strategic ideas, table image, tournament notes, in the cardrooms, and poker quizzes.

Poker Essays II - Malmuth £16.99**Poker Essays III - Malmuth £16.99****PokerFarce and PokerTruth - Ray Michael B. £13.99**

Serious poker players are often asked, "What's it really like...the world of poker?" This book will attempt to answer that question. You will be taken to a serious game and be sitting besides the author. That is, you will be a spectator to the unfolding drama of poker. You will get to meet the players up close and personal, witness their strong and weak points, and watch their varied reactions in victory and defeat.

Poker, Gaming, & Life - Sklansky

This volume is a collection of recent articles written by David Sklansky that have appeared in various publications including Card Player and Poker World magazines. A few have never before appeared in print.

Poker on the Internet (2nd ed.) - Kinsman £12.99

Coverage of online sites, rake, strategies and forums.

Poker Tournament Strategies - Suzuki £16.99

Discussion of how to make the correct tournament moves according to timing and situation.

Poker Tournament Tips from the Pros - Smith £14.95

Essential advice from poker theorists, authors, and tournament winners on the best strategies for winning the big prizes at low-limit re-buy tournaments.

Poker Wisdom of a Champion - Brunson £11.95

Originally published as 'According to Doyle', this is a collection of his most memorable poker tales. Doyle shares what he has learned over the years of travelling the Texas circuit and in private games.

Pot Limit & No Limit Poker - Reuben & Ciaffone £15.99

Covers hold'em and Omaha, lowball draw, seven-card stud, and lowball. Poker theory applicable to high-low split betting and tournament strategy are also studied.

Professional Poker Dealer's Handbook - Paymar, Harris, & Malmuth £13.99

Dealing poker is one of those occupations that look easy when performed by a top quality dealer. You too can achieve this status with practice and effort.

Psychology of Poker - Schoonmaker £16.99

Dr. Schoonmaker is concerned only with the way that psychological factors affect your own and your opponents' ability to play properly.

Real Poker Night - Stephenson £14.99

Lays out the rules used in card rooms and provides a primer on strategy, turning your home game into a smooth evening of fun.

Seven Card Stud for Advanced Players - Sklansky, Malmuth, & Zee £19.99

Seven-card stud is an extremely complex game. Deciding exactly what the right strategy should be in any particular situation can be very difficult. This is one of the seminal texts on seven card stud.

Sklansky on Poker - Sklansky £19.99

Sklansky on Poker by David Sklansky is a combination of 'Sklansky on Razz' and 'Essays on Poker', with new material added plus a special section on tournament play.

Small Stakes Hold'em: Winning Big with Expert Play - Miller, Sklansky, & Malmuth £16.99

Every day, tens of thousands of small stakes hold'em games are played all over the world in homes, card rooms, and on the Internet. Learn how to be profitable using an aggressive style of play.

Starting Out in Poker - Reuben £9.99

In this introduction to the game, professional player and teacher Stewart Reuben provides newcomers to the game with a thorough grounding in the essentials of play.

Super System - Brunson £29.95

Ask any poker pro to name the single most influential poker book of all time and you are sure to get only one answer - Doyle Brunson's 'Super System'. Covering not only No Limit Holdem but forms such as Limit HE, Omaha and Draw, Texas Dolly's classic work is as relevant today as when it was first released back in 1978.

Total Poker - Spanier £9.99

The classic book on poker: its history, culture, techniques and strategy.

Tournament Poker - McEvoy £24.95

McEvoy looks at how to get results in tournament games. Covers all popular tournament games (Hold'em, Omaha, etc), as well as rebuys, satellites and freezeouts.

Tournament Poker for Advanced Players - Sklansky £19.99

Discussions include the effect of going broke, The Gap Concept, how chips change value, adjusting strategy because the stakes rise, all-in strategy, and the last table.

Winner's Guide to Omaha Poker - Warren £14.95

In a concise and easy-to-understand style, Warren shows beginning and intermediate Omaha players how to win from the first time they play the game.

Winner's Guide to Texas Holdem - Warren £10.95

Aimed at intermediate players and upwards, Warren shows players how to play every hand from every position with every type of flop. Fantastic sections on odds and the top forty starting hands.

Winning at Poker Essential Hints & Tips - Scharf £9.99

Written for novice players, Scharf teaches you which kind of starting hands to play and how to play them on the flop. A great place to start your study of Texas Hold'em.

Winning Caribbean Stud Poker & Let it Ride - Cardoza £5.00

This comprehensive handbook shows players the ins and outs of two of the hottest casino games today—Caribbean Stud and Let It Ride—outlining the rules of play, players' options, payout schedules, odds for each play, overall house odds, and the best playing strategies for winning.

Winning Concepts in Draw and Lowball - Malmuth £16.99

This book is for both the typical player and the professional player. It is partitioned into sections that are designed to help all players grow and improve their games.