

21ST ANNUAL

\$27 MILLION PAID!

February

HIGH ROLLER



the **A** game

DOUBLE HEADER!

January 31 to February 6, 2010

STORM



THE BOWLER'S COMPANY™

SAM'S TOWN



HOTEL, GAMBLING HALL & BOWLING CENTER

Rates start at \$39.99 (plus tax)
CALL 1-877-593-5993

2 Separate Match Play Divisions:

- Age 49 & Under
- Seniors & 215/Under Average Combined



3 Roto Grip Sweepers

All \$2,000 to \$4,000 for 1st
With Senior prizes in each!

Exciting Single Game Elimination Match Play Is Back!

"Anyone can beat anyone in a 1 game match!"

\$30,000 1st

\$15,000 2nd

\$1,000 win 3 matches

Storm Ball for winning 2 matches

Win \$1,000 each day!

All prize shown above are guaranteed!

\$350 entry fee
\$250 re-entry*

*Receive a different Storm ball on your 1st & 3rd!

- Enter by November 10th
- Take \$25 off your original entry
- Take \$25 off all re-entries
- Take \$25 off all Sweeper entries
- Receive 3 free VIP entries!

1-800-257-6179 • Enter online at www.high-roller.com

1-702-228-7308 • fax 1-702-228-7951 • e-mail info@high-roller.com

SINGLE GAME ELIMINATION MATCH PLAY IS BACK!

From February 2 – 6, Sam's Town Hotel, Gambling Hall & Bowling Center in Las Vegas will bring back the electric atmosphere that made the High Roller famous.

It was in 1982 that the world learned that this format is the most exciting and pressure-packed format of them all! Experience High Roller's famous single game elimination matches in front of huge crowds. Round by round, whether you are bowling or watching your friends, you will see great matches and great 10th frames. And it doesn't let up until a champ is crowned on Saturday, February 6.

"Anyone can beat anyone in a 1-game match!" said Norm Edelman, and it became our slogan for 23 years and it holds true, as the best players don't always win.

But for those that are eliminated in the first 4 rounds, re-entries are available. If you lose, you can re-enter, start the tournament over and have another chance at those huge top prizes. In fact, players re-entering receive a Storm high performance ball!

Become the last undefeated player to win the title - and just 1 at a time! You don't need to beat half or the entire field. It is always luck-of-the-draw that determines your opponent. Select your 1st round match play time. But from that point forward it is strictly luck-of-the-draw as you advance from round to round. What a great feeling it is to visit the Winner's Circle after each round!

The only difference in this version of High Roller match play is that all matches are in divisions. You will bowl your matches in either the Age 49 & Under division or the combined Seniors/215 & Under Average division.

Then the last remaining player from each division bowls one more match for the title!

And don't forget:

- 3 Roto Grip Sweepers that pay up to \$4,000 for 1st place.

There are guaranteed prizes for Seniors in each Sweeper.

- Enter early for Free Entries in the VIP events.

A great way to warm-up for match play!

- For players staying at Sam's Town – the Coca-Cola Give-A-Way!

Added Sweeper prizes just for hotel guests – at no cost!



So get ready and make your plans now for the 21st Annual February High Roller! See you there!

"Anyone can beat anyone in a 1-game match!"

— Norm Edelman, 1982

2 DIVISIONS FOR MATCH PLAY - 1 IN 4 CASH IN BOTH

SENIORS/215 MATCH PLAY DIVISION

Players aged 50 & Over and men & women accepted for 215 average and under will bowl together in the same match play division.

- Players who were eligible for the "205" division who do not have league averages, or, who are higher than 215, may apply.
- Former champs of the February (Super Bowl) or July High Roller tournaments must bowl in their age division.
- Players who were graduated from the "205" division because they won \$10,000 in the "205" division may be eligible for the "215" division.
- High Roller management reserves the right to deem any player ineligible for this division.
- See more eligibility requirements on Page 4 of the full brochure.
- Years for 215 eligibility are 2007-08 and 2008-09.

AGE 49 & UNDER DIVISION.

For the February High Roller the following changes in eligibility will be in place in addition to the Eligibility rule elsewhere in this brochure:

- International Team members, including Team USA, will be eligible providing they meet all other eligibility rules. These players must bowl in their age division.
- Players that have won the U.S. Open, USBC or ABC Masters, Qubica/AMF World Cup, World Tenpin Masters, World Ranking Masters, Weber Cup or any other International event with a 1st place prize of \$20,000US or higher must bowl in their age division.

Enter By November 10 & Save!

Players entering the February High Roller by Nov. 10, postmarked, receive 3 Free VIP entries, a \$150 value. Also they can enter each Sweeper at just \$125 and save an additional \$25 on each Sweeper entry.

All February High Roller contestants receive at least 1 Free VIP entry, regardless of when they enter.



The Coca-Cola Give-A-Way - \$6,000 Added Sweeper Money For Sam's Town Hotel Guests!

- For all High Roller contestants staying at Sam's Town Hotel for at least 3 nights from Jan. 30 through Feb. 7. Players must have their name on the hotel register if sharing a room.
- \$6,000, added by Coca-Cola, will be shared proportionately by the Sweepers on Tuesday & Thursday creating more prizes!



Earn Storm High Performance Balls For Re-entering Match Play

Receive a different Storm ball when you pay for your 1st & 3rd re-entry!

LIKE TO BOWL MORE GAMES? TRY THE "A GAME"!

5-GAME QUALIFIER & MATCH PLAY IN 2 AGE DIVISIONS NOW! 24 TO MATCH PLAY INSTEAD OF 12 - DOUBLE!

the **A** game

January 31 & February 1

\$10,000 1st

\$5,000 2nd

NOW! Minimum raised to \$500 for making the cut!

ALL GUARANTEED!



• Entry fee \$250 - \$300 if not bowling in High Roller.

- Bowl 5-game block in age divisions: 49 & Under or 50 & Over
- 2 squads to choose from. Each squad has a separate cut in each age division.

- 1 in 5 advance to the Semi-Finals, guaranteed a minimum \$500 prize, increased from \$300 last February!
- One Re-entry squad. \$200 entry fee, bowl 5 games with a 1 in six cut in the same age divisions.
- Scores are dropped for a 3-game Semi-Finals Sunday 10am. Cut to 16 players in the Under Division and 8 players in the Over Division. That's 24 players advancing to single game elimination Match Play Finals from a projected Semis field of 40 - 50, approx. 1 in 4.
- Match Play Finals is still in age divisions. Matches are bowled until the undefeated players from each division bowl each other in the Championship Match.
- All fractions are dropped in calculating 1 in 5 and 1 in 6 cuts.
- Ties to advance in qualifying and Semi-Finals will be broken with a roll-off immediately following the squad.
- Optional \$20 Sidepots and Brackets will be available. 2 sets of \$5 Brackets for games 1, 2 & 3 and for games 3, 4 & 5.
- "A Game" is open to anyone who is eligible for the February High Roller, but does not need to be entered in the High Roller.

\$2,000 - \$4,000 TOP PRIZES PLUS \$250 IN LAST PLACE IN ROTO GRIP 3-GAME SWEEPERS

3 Separate Sweepers - each 3 games - each 1 in 6 cashing ratio

• MONDAY

\$4,000 1st • \$2,000 2nd • \$250 last **All Guaranteed!**
Guaranteed - at least 4 Senior prizes with \$1,000 1st
3 squads - cash each time you bowl, once for \$1,000 or more.

• TUESDAY

In each - minimum \$2,000 1st • \$1,000 2nd • \$250 last cash
2 squads - cash each time you bowl, once for \$1,000 or more.
Guaranteed - at least 4 Senior prizes with \$1,000 1st!

• THURSDAY

In each - minimum \$2,000 1st • \$1,000 2nd • \$250 last cash
2 squads - cash each time you bowl, once for \$1,000 or more.
Guaranteed - at least 4 Senior prizes with \$1,000 1st!



4 separate \$3,000 "VIP" Purses!

- Enter High Roller by November 10: receive 3 Free entries - \$150 value
- Enter High Roller by December 31: receive 2 Free entries - \$100 value
- Enter the HR after December 31: receive 1 Free VIP - \$50 value
- Re-enter any VIP squad for \$50
- Each squad is a 1-gamer
- Each daily VIP purse has \$1,000 1st and 16 prizes including at least 4 prizes for Seniors

Sweepers & VIP are for High Roller contestants only.

FEBRUARY HIGH ROLLER RULES

Rules include this page, articles in this brochure and all updates distributed by mail and on site.

PLAYING RULES - Rules of the February High Roller (referred to as FHR) stated herein, and those of the USBC will govern all participants. The FHR manager will have the right to resolve all questions and disputes arising. All decisions shall be final and binding.

ELIGIBILITY (see more on page 2) - NEW - Eligible players may bowl in the FHR and/or A Game only if they were also eligible for the 2009 July High Roller and also meet the following criteria. The spirit of this new rule is that players cannot let PBA memberships lapse, bowl the FHR and then renew their PBA membership. The FHR is open to any male or female who has not paid a membership to the PBA for any part of 2010; and has not appeared on a nationally televised PBA telecast since and including 2004; and has never won a PBA National Tour title or a PBA National Senior Tour title ; and did not make match play 2 or more times in a 2008-2009, 2009-2010 season PBA National Tour stop which includes the top 24 in the U.S. Open and the top 8 in the USBC Masters as a PBA member. Women amateurs are eligible providing they have never won an LPBT, PBA or PWBA National Title. Participants shall sign an eligibility affidavit on page 5. If such affidavit contains false information, the bowler shall be liable to return any prizes won. There shall be no liability on the part of the FHR to any entrant. Any person who was an employee of Sam's Town Bowling Center (Las Vegas) since February 28, 2010 is not eligible. FHR Managers have the right to refuse any entrant at their discretion.

CLOSING DATE FOR ENTRIES - Saturday, February 6, 2010 is the final day to bowl your 1st entry. FHR can add squads on all qualifying days.

ENTRY FEES - Entry fee is \$367, re-entries are \$262 if paid by VISA, MasterCard, Discover or American Express. Entry fee is discounted to \$350 and re-entry to \$250 if paid by cash or approved check. After a maximum of 15% for expenses, all prize money is returned 100%. FHR retains the right to refuse any credit card or credit card user. Credit card receipts must be signed by the cardholder. See discounts for early entries.

REFUNDS AND TRANSFERS - Refunds will be given at the discretion of the FHR manager. Competing in companion events constitutes participation and tournament entry cannot be refunded.

COMPANION EVENTS - Refunds will be available on the day following the request. Not using a paid entry is an automatic refund request.

BOWLERS RESPONSIBILITY - Bowler assumes responsibility for reporting at the proper time for all rounds. Times will be posted and announced and are approximate but will not start earlier.

MATCH PLAY FORMAT - In a stalemate, it is the obligation of the bowler scheduled on the left lane to start or continue the match. It is the responsibility of the contestant to know his/her opponent.

GUARANTEES - FHR prizes will be distributed at Sam's Town and unclaimed prizes will be mailed within 10 days of tournament end. Up to \$30,000 may be allocated from the FHR purse for companion events.

BOWLING BALLS - It is not necessary to weigh equipment. Only balls approved by USBC may be used. Plugged balls, finger and thumb inserts are allowed. Cost of Storm balls as awards come from the total purse.

RE-RACKS - FHR officials reserve the right to limit number of a bowlers re-racks at any time. An opponent may protest to limit future re-racks.

TIE BREAKERS - Ties in matches shall be broken by a 9th & 10th frame roll-off. Bowler who finished the match on the left lane bowls the 9th frame of the tie breaker on the left lane. The opponent bowls his/her 9th frame on right lane and the 10th frame on the left lane. The first bowler then bowls 10th frame on right lane completing the match.

TOURNAMENT CONDUCT - The FHR manager shall have the right to reassign participants, if for any reason, the FHR cannot be completed on all or some of the lanes at Sam's Town Bowling Center, or on the dates drawn in any round. If by fire, war, weather conditions, gas shortage, water damage, labor unrest, mechanical malfunctions, terrorism or threat after war, acts of God, etc., it becomes impossible to conduct the FHR and/or companion events as publicized, all unused portions of entry fees shall be returned.

CONSENT - Participants are hereby informed that portions of the FHR shall be photographed, broadcast, recorded, televised or otherwise exhibited to the public. They consent to such exhibitions and to the use and to the licensing of others to use their respective names, voice sketch, motion picture, video tape recordings, broadcast or other exhibitions or reproductions of the FHR or any part thereof, to release all rights, title and interest they or any of them may have thereafter, waiving forever any claim or right to be compensated or to other consideration of account of such use, exhibition or reproduction.

UNSPORTSMANLIKE CONDUCT - A suspension or warning may be given to anyone displaying unsportsmanlike conduct in the opinion of the FHR manager. The FHR manager reserves the right to disqualify, without refund, for a first or subsequent offense.

SPONSOR PROGRAM - Sponsor and sponsored bowler may request all prize checks earned by the sponsored bowler be made payable in names of bowler and sponsor.

DRESS CODE FOR LAST DAY OF MATCHES - Bowlers may not wear any headgear or shorts, must wear shirts with sleeves. Other attire is permitted if approved attire by PBA. Finalists shall wear shirts if provided. Dress is casual for all other days and events.

SCORER MALFUNCTION - Should an automatic scorer malfunction and scores cannot be retrieved; in match play, if both contestants agree on scores, the match will continue, if scores are not agreed upon, the match will be rebowled; other than matches, games will be rebowled. In all scenarios, if tournament director can rule that scores are valid, scoring continues from that point.

NON-RESIDENTS - Some non-residents of the US are subject to a 30% deduction from each prize as US tax.

NO SOLICITATION - Solicitation, distribution of product or materials, product sale or services not approved by Sam's Town, High Roller and its sponsors is not permitted.

SPONSORS - FHR is not responsible for claims, services or products offered by sponsors.

The FHR IS CONDUCTED BY HIGH ROLLER, INC.

FEBRUARY HIGH ROLLER OPTIONAL PROGRAMS

40 & OVER PLAYERS

The "40 & Over" purse pays prizes to the last remaining players in match play who are at least 40 years old! Entry fee is \$50. Eight prizes will be created with 1st place receiving 35% of the funds!

With just 150 players entering this option, 1st place would pay over \$2,500.

50 & OVER BONUS - At least 2 of the 8 prizes must be for players aged 50 and over!

DOUBLES TEAM PRIZES!

Featuring a \$100 entry fee per team, there are 5 prizes for the teams that advance to the highest round of High Roller! 1st place receives 40% of funds collected, 2nd place 25%, 3rd place 15%, 4th and 5th place 10% each.

When you or your partner are eliminated during High Roller, your team is eliminated. Ties share prizes. Players can enter a maximum of 3 teams. A \$15,000 purse with \$6,000 for 1st is created with 150 teams!

FOR 1ST TIMERS ONLY! PRIZES - WIN OR LOSE!

For an optional \$50 entry fee, players who have entered the February High Roller for the very 1st time can shoot for big prizes amongst themselves with their 1st game bowled in the 1st Round.

Prizes of \$1,500, \$1,000, \$750, \$550, \$400,
& \$300 will be paid with 90 entries.

This Optional Program is NOT for February High Roller veterans!

- Deadline to enter the optional purses on this page is prior to bowling your 1ST entry in Round 1.
- For any optional program that involves age, players must reach required age by Tuesday, February 2.
- Re-entry scores are not eligible for these optional programs.



It Doesn't Get Any Better!
In Your Pro Shop

2010 FEBRUARY HIGH ROLLER ENTRY FORM

Mr. Ms. (Please Circle) _____ Address Change? Yes No _____
 Name _____
 Address _____
 City _____
 State _____ Zip _____ Birth date _____
 Email address _____
 Social Security Number _____
 Home Phone _____ Work Phone _____
 Where are you staying in Las Vegas? _____
 If recruited, list name _____


**PERSONAL CHECKS AND BUSINESS CHECKS ACCEPTED UNTIL JANUARY 10, 2010
 MAKE CHECKS PAYABLE TO: HIGH ROLLER**

- Mail To: **High Roller**
 PO Box 371123 • Las Vegas, NV 89137
- 1-800-257-6179 or 1-702-228-7308
- Fax with credit card: 1-702-228-7951
- Enter online at: www.high-roller.com

I, _____ have read and fully understand the rules of the February High Roller being staged at Sam's Town Bowling Center in Las Vegas, Nevada. Upon acceptance of my application to be a contestant, I hereby consent and agree to abide by the Rules and Regulations.

USBC# HERE FOR THE 215 Division _____

ENTRY INSTRUCTIONS | **Until Jan. 10 :** Mail entries to High Roller
 PO Box 371123 • Las Vegas, NV 89137
After Jan. 10: Call High Roller 1-800-257-6179



\$367 1st HR entry or \$341 by November 10
 \$262 each HR re-entry or \$236 by November 10
 \$157 each Sweeper entry or \$131 by November 10
 \$52 for each additional VIP entry
 \$105 or \$52 for Optional Purses (see bottom of page)
 \$262 A Game \$315 if not bowling HR

Charge My Account \$ _____

_____ CARD NUMBER
 _____ EXPIRATION DATE
 _____ PRINT NAME AS SHOWN ON CARD
 _____ SIGNATURE

1ST ROUND OF MATCH PLAY Circle 1st Round Choice

Bowl your 1st round or a re-entry in any of these squads!

Tuesday, February 2	11:30am	1pm
Wednesday, February 3	11:30am	1pm
Thursday, February 4	11:30am	1pm
Friday, February 5	11:30am	1pm
Saturday, February 6	9am	10:30am

Times are approximate and can change based on number of entries per division.
 Squads may be added if necessary.

Winning bowlers play again:

- Round 2:** Tuesday – Friday 2:30pm each day • Saturday noon
- Round 3:** Tuesday – Friday 3:30pm each day • Saturday 1 pm
- Round 4:** Tuesday – Friday 4:30pm each day • Saturday 2 pm
- Round 5 to completion:** Saturday 3pm – 8pm

Amount submitted at \$350 1st entry and \$250 each re-entry \$ _____
Enter by November 10 and take \$25 off of each entry!

4 SEPARATE 1-GAME VIP EVENTS

VIP #1	Tuesday 10am	Circle free &
VIP #2	Wednesday 10am	\$50 prepaid squads.
VIP #3	Thursday 10am	Amount submitted
VIP #4	Friday 10am	\$ _____

A GAME

Saturday, Jan. 31 \$250 10am or 2pm
 Re-entry squad \$200 6pm
 Entry fee is \$300 if not bowling the High Roller.
 Circle preferred squad.
 Amount submitted \$ _____

3-GAME SWEEPERS

Monday, February 1	1:30	3pm	4:30pm	\$4,000 guaranteed 1st!
Tuesday, February 3		5:30pm	7pm	\$2,000 guaranteed 1st!
Thursday, February 5		5:30pm	7pm	\$2,000 guaranteed 1st!

Guaranteed Senior prizes in each - \$1,000 1st
 Amount submitted at \$150 per entry \$ _____
Enter by November 10th and take \$25 off of each entry

OPTIONAL PRIZES

- For 1st Timers Only \$50
 - 40 & Over Match Play \$50
 - Match Play Doubles \$100 per team (max 3 teams)
1. _____
 2. _____
 3. _____
 Amount submitted \$ _____ (\$52 or \$105 with credit card)

FREE practice sessions Tuesday-Friday 7:30-8:30 am



5111 Boulder at Flamingo
Las Vegas, NV 89122
1-877-593-5993
for reservations
www.samstownlv.com

Sam's Town Welcomes High Roller Hotel Guests With Coupons & Discounts!

Sam's Town is known world-wide for taking great care of their hotel guests! When High Roller contestants check-in for the July High Roller, they will receive coupons and discounts on hotel amenities and gaming that will help insure that their stay at Sam's Town will be first class!

Make Your Reservations Now!
1-877-593-5993

- State-of-the-art 56 Lane Bowling Center.
- 5 Fine Restaurants Plus Food Court, Coffee Shop & Ice Cream Parlor.
- 650 Themed Rooms and Suites.
- 2,700 Slots, Video Poker & Keno Machines.
- 40 Table Games.
- 600 Seat Bingo Parlor.
- Keno Lounge.
- 1,100 Seat Live Entertainment Showroom.
- New Tropical Pool.
- State-of-the-art Arcade.
- Century 18 Movie Theater Complex with Stadium Seating.
- 30,000 square foot Mystic Falls Park.
- Sunset Stampede, a Free Laser Light & Water Show.
- 30,000 square feet of Banquet Space With Full Catering.
- Courtesy Shuttle to Downtown & The Strip.

Rates from \$39.99 (plus tax)

Call by January 5, 2010 to reserve these special rates.

*Rates do not include \$1.00 per room per night charge for unlimited local phone calls.

**Stay at Sam's Town and be eligible
for the Coca-Cola Give-A-Way!**

See page 2 for details.



Video during Free Practice Sessions with the Storm Staff!

Storm – The Bowler's Company, Sam's Town and High Roller are teaming up again for another extravaganza! Give yourself every advantage by attending some, or all, of the 3 free practice sessions.

FREE PRACTICE SESSIONS -

Compliments of Sam's Town includes coffee and donuts
Tuesday through Friday
7:30am to 8:30am

Practice on the tournament condition and speak with the Storm staff about matching your game and arsenal to the tournament conditions. Pick up your free raffle ticket because you can also win some great prizes including the latest Storm high performance balls!

New this year - For \$10, Storm will capture your game on video, upload it to their website and e-mail the link to you. You'll be able to compare your game to the Storm PBA National staff, and forward the link to your friends. A 30-minute coaching session and video analysis can be purchased for an additional \$20.00 (see Storm Staff on site for details).



**STORM "See Your Game™" VIDEO &
USBC SILVER LEVEL COACHING**
Various times each day!

Also when lanes are available during the week by appointment.

And make sure you visit the Storm Pro Shop upstairs next to the Bowler's Paddock and High Roller office to see the latest in high performance balls, bags and accessories.



**Storm, Sam's Town & High Roller...
it's our way of saying "THANK YOU!"**