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# NEWS

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## FOR IMMEDIATE RELEASE

*Electronic version available upon request*

### **Loctite® Super Glue Knows How to Hold 'Em at the 2006 World Series of Poker** *-Loctite® Control™ Gel Super Glue ups the ante with re-creation of famous Las Vegas icon-*

LAS VEGAS – July 27-31, 2006 – At the 2006 World Series of Poker, playing cards moved from the tournament tables to the ceiling as part of a never-before-seen type of “Hold ‘Em” – a gravity-defying, life-sized playing card replica of a famous Las Vegas landmark, the “Welcome to Fabulous Las Vegas” sign. Made completely out of playing cards, dice, poker chips, wood and Loctite® Control™ Gel Super Glue, this first-ever suspended card structure greeted tournament players at the final rounds of the 2006 World Series of Poker, July 27-31, 2006, at the Rio All-Suite Hotel and Casino in Las Vegas, Nevada.

The sign was created by world-record-holding cardstacker Bryan Berg. Revered for his freestanding cardstacking capabilities, Berg’s latest construction took on a new twist with the help of Loctite® Control™ Gel Super Glue. In a departure from his normal technique, Berg constructed a playing card structure that could be suspended in mid-air. His interpretation of the “Welcome to Fabulous Las Vegas” icon was built to scale at 18-feet-long by 12-feet-high with the use of 500 decks of playing cards, 800 dice, 1,800 poker chips, 1,200 bottles of Loctite® Control™ Gel Super Glue and wood. In total, the sign weighed about 400 pounds.

“The strength, speed and precision of Loctite® Control™ super glue was perfect for the unique demands of this project: a variety of materials, thin card edges, and the ability to hold together a 400-pound structure against the laws of gravity,” said Valerie Stump, marketing communications manager, Henkel Consumer Adhesives, Inc. “If not for the glue, rather than “Hold ‘Em, we may have been playing 26,000 card pick-up!”

The Loctite® super glue “Welcome Sign” debuted on July 27 during the 2006 World Series of Poker Gaming Life Expo, which served as the entrance to the final rounds of the tournament. Last year, the

competition welcomed a record-breaking 20,000 participants from 45 countries, and awarded nearly \$103 million in prize money. To see the phases of Berg's construction of the famous Las Vegas icon and learn more about the Loctite Hold 'Em Super Glue Showdown, visit [www.loctiteholdem.com](http://www.loctiteholdem.com).

#### **ABOUT THE "WELCOME TO FABULOUS LAS VEGAS" SIGN**

The original "Welcome to Fabulous Las Vegas" sign was designed by commercial artist Betty Willis and was sold to Clark County, Nevada, in 1959 for \$4,000. In those nearly 50 years, the sign has become a cultural icon, recognizable in innumerable movies, television shows and advertisements.

#### **ABOUT BRYAN BERG**

In his 14 years of cardstacking, Bryan Berg has made a name for himself with impressive towers, castles and football stadiums that have repeatedly broken Guinness World Records. The artist set new precedents with the "Welcome to Fabulous Las Vegas" structure. This was his first structure that could be transported and suspended above the ground, and also his first structure ever made using any type of glue or adhesive.

#### **ABOUT LOCTITE CONTROL GEL SUPER GLUE**

Loctite® Control™ Gel Super Glue produces a high-strength bond that cures instantly on a wide variety of surfaces. The gel formula eliminates the oozing and dripping associated with traditional liquid super glues, and is ideal for vertical applications. The glue's applicator features patented squeeze-grip sides that let users pinpoint the glue flow and placement, while keeping fingers away from the glue.

The Loctite® brand offers a full range of premium-grade adhesives, from super glues to construction adhesives, that meet the needs of consumers and professionals. For more than 50 years, the brand has been solving projects with advanced, high-performance adhesive formulas and innovative dispensing systems. Visit [www.loctiteproducts.com](http://www.loctiteproducts.com) for additional product information.

Loctite consumer products are developed and marketed by Henkel Consumer Adhesives, Inc., a part of Henkel, a worldwide leader in adhesives and a European leader in laundry/home care and personal care products. Henkel's North American consumer adhesive brands include Duck®, Loctite®, LePage® (for Canada only), PL®, Pro-Series®, Polyseamseal®, Pritt® and Painter's Mate Green® brands. With more than 50,000 employees worldwide, Henkel generated combined sales of 11.974 billion euros in 2005. For additional information, please visit [www.henkel.us](http://www.henkel.us).