

## **VIDEO AVAILABLE: C I Host, Inventors Of Human Billboard Tattooing, Gamble On Dutch Boyd Sponsorship In World Series Of Poker**

For Immediate Release

DALLAS/EWORLDWIRE/Feb. 25, 2005 --- C I Host, a global leader in Web hosting and data center operations, has stacked the deck with guerilla marketing. Today it announced television sponsorship of ESPN's "World Series of Poker" contender, Dutch Boyd, during circuit competition. The first sponsorship appearance will be at Harrah's Rincon San Diego Casino.

Christopher Faulkner, CEO of C I Host, said, "Dutch has taken the poker world by storm, a veritable unknown who has won big. C I Host will take some of that action."

Boyd will appear on national television - sporting C I Host's well-known, orange logo on his attire. The same mark was tattooed permanently on the back of the Human Billboard's head two years ago.

"C I Host invented the tattoo advertisement craze, and naturally, some folks thought we weren't playing with a full deck. However, the guerilla medium is everywhere - all over the news. Now, we'll try our hand in poker," Faulkner said.

The Dutch Boyd sponsorship kicks off during a "No-Limit Hold 'em" event at the Harrah's Rincon in San Diego, Feb. 27 through March 2. ESPN will air the final table, March 2. Based on past viewership, the coverage is expected to draw well over 1 million households.

The controversial Dutch Boyd arrived in living rooms around the country during ESPN's 2003 World Series of Poker. His poker career began four years before that, at 18, when he started adding tournament wins to the list of accomplishments that already included a law degree.

### **About C I Host**

C I Host ([www.cihost.com](http://www.cihost.com)), based in the Dallas and Fort Worth, Texas market, is a global Web hosting and Internet solutions provider serving 215,000 individual consumers and businesses in 190 countries world-wide. C I Host's headquarters and network operations center are in Bedford, Texas. The company operates additional diverse data centers in Los Angeles and Chicago.

HTML: <http://www.eworldwire.com/pressreleases/11516>

MOBILE: <http://e4mobile.com/pressreleases/11516>

PDF: <http://www.eworldwire.com/pdf/11516.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/1975.htm>

LOGO: <http://www.eworldwire.com/newsroom/1975.htm>

### **CONTACT:**

Kent Pingel

C I Host

1851 Central Drive Suite 110

Bedford, TX 76021

PHONE. 817-868-6999

FAX. 817-868-7203

EMAIL: [kentpingel@cihost.com](mailto:kentpingel@cihost.com)

<http://www.cihost.com>

**KEYWORDS:** web, internet, e-commerce, dedicated, servers, co-location, data, centers, sports, hosting, centers, wsop, poker, Dutch, Boyd, sponsorship, advertising, C I Host, guerilla, marketing, promotion

**SOURCE:** C I Host.com

Los Angeles  
+1 213-596-0850

Chicago  
+1 312-224-4653

New York  
+1 973-252-6800

London  
44-20-7078-7269

*Communicate News\**  
**+1 888-546-NEWS (6397)**

**EWORLDWIRE®**

---

**AVAILABLE MEDIA:** Video Clip: C I Host (size: 1,600.0 k)  
Press Release Highlights  
[http://eworldwire.com//mediauploads/cihost2\\_25\\_05.wmv](http://eworldwire.com//mediauploads/cihost2_25_05.wmv)