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Shane Warne's bid to spin poker gold with James Packer

By Andrew Carswell | The Daily Telegraph | September 03, 2010 12:00am

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Shane Warne, with wife Simone, right, and Erica Packer, at the opening of Crown Metropol in April. Picture: Julie Kiriacoudis

- Warne joins forces with Packer
- Own branded poker room likely
- Wants to sell ambient music

IT is a pair of aces you wouldn't dare bet against - cricketer turned poker addict Shane Warne going into business with gambling kingpin James Packer.



Warne, an ardent '80s music fan, apparently has a new groove - lyric-free ambient music, set to calm the soul, energise the body and warm the heart. It's true.

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Daily Telegraph yesterday. Warnie was all about his latest bizarre business moneyspinner.

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A cobbled-together collection of corporate alliances, Shane Warne Inc now consists of 16 business investments ranging from his "Advanced Hair, yeah yeah" deal to his link with internet poker site 888. Add an apt partnership with Messages on Hold, a deal with luxury designer Dunhill and paid affiliations with Channel 9, Sky Sports and Cricket Australia.

It's all about cashing in on his image, he says, now that his famous arm can't feed the family.

"We've got two or three that we are looking at at the moment, there's a business that I have with James Packer that we'll be launching next year. I'm not sure James would want me talking about that yet," Warne said.

The wealth generated by Warne's cricketing career and his post-cricket dabbles is there for all to see, from his property to his penchant for fast cars. (A \$3 million Bugatti Veyron is in his garage).

There's the luxury \$9 million Middle Brighton love nest he bought with off-again on-again wife/ex-wife Simone Callahan last year, a \$3.35 million investment property in Sandringham, plus a \$2.2 million holiday home in Arthur's Seat and a home in London.

"Life is going great, never been better," he said.