



AMAYA LIMITS OPERATION OF DAILY FANTASY SPORTS BRAND STARS DRAFT PENDING FURTHER STATE REGULATION

MONTREAL, Canada – October 19, 2015 – Amaya Inc. (Nasdaq: AYA, TSX: AYA) (“Amaya”) has announced that it is limiting its daily fantasy sports (“DFS”) brand StarsDraft from operating real money games and tournaments in most U.S. states following a review of recent developments in a number of jurisdictions. The decision is not anticipated to have a negative financial impact on Amaya. StarsDraft players in all jurisdictions will continue to have access to the funds in their online accounts, which are available for withdrawal at any time.

We have previously called for state regulation and licensing of DFS to ensure consumer protection and strict government oversight of operators. Prior to the launch of StarsDraft and based on a thorough review of the regulatory environment at the time, Amaya decided not to launch StarsDraft in jurisdictions where many of our competitors continue to operate today, including Michigan. We recently withdrew from Florida and Nevada, where last week the respected Nevada Gaming Control Board (NGCB) determined that DFS operators in that State are required to obtain a gaming license from the NGCB. Amaya supports the decision by the NGCB, and believes that it is prudent to limit the StarsDraft offering until such time as more states adopt a clear stance on daily fantasy sports.

We will actively monitor developments and work with all states interested in implementing clear guidelines for the operation of daily fantasy sports in their jurisdiction. In the meantime, StarsDraft intends to focus operations in states with favorable existing daily fantasy sports guidance, including New Jersey, Massachusetts, Kansas and Maryland.

Amaya entered the daily fantasy sports industry a little over a month ago when it acquired Victiv and re-launched it as StarsDraft, bringing its global experience in gaming regulation and best practices with respect to compliance, security, responsible gaming and player fund protection. Amaya is currently the most licensed online gaming operator in the world.

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About Amaya

Amaya is a leading provider of technology-based solutions, products and services in the global gaming and interactive entertainment industries. Amaya owns gaming and related consumer businesses and brands including PokerStars, Full Tilt, StarsDraft, the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour. These brands have more than 95 million cumulative registered customers globally and collectively form the largest poker business in the world, comprising online poker games and tournaments, live poker competitions, branded poker rooms in popular casinos in major cities around the world, and poker programming created for television and online audiences. Amaya, through certain of these brands, also offers non-poker gaming products, including casino, sportsbook and daily fantasy sports. Amaya has various gaming and gaming-related licenses or approvals throughout the world, including from the United Kingdom, Italy, France, Spain, Estonia, Belgium, Denmark, Spain, Bulgaria, Greece, Ireland, Romania, the Isle of Man, Malta, the state of Schleswig-Holstein in Germany, the province of Quebec in Canada, and the State of New Jersey in the United States.

About StarsDraft

StarsDraft by PokerStars is an innovative and safe brand that offers daily fantasy sports games to players in the USA. It launched in 2015 and features a user-friendly and intuitive platform that makes drafting your favorite athletes each day a thrill. It focuses on recreational players being able to play for free through a unique 'Bankroll Builder' game, and empowers sports fans with custom-built 'Victron' software.

StarsDraft builds upon the strength of its sister brand, PokerStars, to offer fantasy sports players an unrivalled playing experience. In combination with PokerStars' extensive IT infrastructure and gaming experience which manages millions of transactions every hour, it offers players the safety and security of the world-leading PokerStars brand.

StarsDraft by PokerStars is owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

