

## **BETSTARS BECOMES OFFICIAL BETTING PARTNER OF LEICESTER CITY FC AND OFFERS 5000/1 ON TITLE DEFENCE**

*BetStars and English Premier League Champions team up for 2016/17 season*

ONCHAN, Isle of Man – August 4, 2016 – Online sports betting site, BetStars, today announced a new deal to become Official Betting Partner of reigning Premier League champions Leicester City Football Club for the 2016/17 season.

### **5000/1 TO WIN THE LEAGUE**

To celebrate the partnership, BetStars will offer fans the chance to win a bet on Leicester City defending their Premier League title at last year's much-publicised odds of 5000/1.

The promotion will also give fans of all other Premier League clubs the opportunity to win bets on their own team becoming champions at 5000/1.

For more details of the competition, including full terms and conditions, go to <https://www.betstars.uk/sites/leicestercity5000>.

### **PARTNERSHIP**

Under the terms of the new deal, BetStars will receive a full suite of rights, including LED advertising and fixed stadium branding, the use of the Leicester City club crest and player imagery in marketing and promotions, and access to some of the players. BetStars will also offer fans exclusive odds and promotions on Leicester City matches throughout the season.

“Leicester City Football Club changed the game in terms of who can win the Premier League and how it can be won – in the same way that BetStars is striving to be a game-changer,” said Eric Hollreiser, Amaya Vice President of Corporate Communications. “Leicester defied the odds to take on the big boys of English football and win the Premier League, and BetStars is aiming to do the same in sports betting with innovative products like Spin & Bet. We can't wait to be a part of the next chapter in this truly amazing story.”

Harj Hir, Leicester City's Head of Partnership, added: “We can draw parallels with BetStars' rising popularity and ability to engage football supporters, so we look forward to a long and successful relationship for both parties.”

For further information, please contact: [press@betstars.com](mailto:press@betstars.com)



### **About BetStars**

BetStars officially launched in January 2016 as an online sports betting brand from PokerStars, the world's largest online poker site. The sports betting service features a wide range of popular and specialist betting options, fantastic promotions, and exciting innovations such as Spin & Bet – one of the most unique products in the market, which offers bettors a chance to see their odds multiplied when placing a bet.

BetStars offers players a seamless experience between sports betting, casino and poker, with a single wallet between all three services. BetStars is available online and on mobile and tablet, with dedicated iOS and Android apps for a quick and simple betting experience.

BetStars and PokerStars are ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).