

BETSTARS LAUNCHES IN FRANCE

ONCHAN, Isle of Man – June 15, 2016 – PokerStars has expanded its sports betting offering with the launch of BetStars.fr, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand. The beta version is now available to French sports bettors online at BetStars.fr, on iOS and Android mobile devices, and in the PokerStars.fr desktop client.

The current beta version of BetStars.fr offers seven popular sports for customers to bet on, with plans to grow the range in coming months. Customers will soon be given the choice of a wide array of betting markets and in-play options that sports bettors around the world have come to expect from a world-class online sportsbook.

BetStars.fr also benefits from offering French customers a seamless experience between sports betting and poker, with a single wallet for all games. The latest launch comes following the successful rollout of BetStars.com in January and BetStars.it last month.

“The launch of BetStars.fr means that French customers have a safe, secure and convenient place to bet on sports,” said Eric Hollreiser, Vice President of Corporate Communications for Amaya Inc. “As we roll out our offering in different countries, we can see that the crossover between poker players and sports bettors is strong. We look forward to offering our French customers this seamless experience just in time for Euro 2016.”

FOOTBALL FOCUS

To celebrate the launch of the new sportsbook and the start of the Euro 2016 football tournament in France, BetStars.fr is offering two initial promotions:

1. Place a bet on the winner of Euro 2016 (before 20.59 CET on June 15) and receive a free €5 bet every time France scores a goal during the tournament. See <https://www.betstars.fr/#/promotions> for more information.
2. For each of France’s matches BetStars.fr will be offering best odds on the host nation to win, available on the day each of their matches is played. This offer starts on Wednesday, June 15.

SPIN & BET

One of BetStars’ key innovations is Spin & Bet, a feature that enables players to win up to 10 times more than the original winnings. It is now available on all football markets in time for the Euro 2016 tournament.



The product recently won an 'Innovation in Sports Betting Award' at the EGR Operator Marketing & Innovation Awards 2016 in London.

For further information, please contact press@betstars.com

About BetStars

BetStars is a new online sports betting brand from the Rational Group, which operates the world's largest online poker room, PokerStars. The sports betting service features a wide range of popular and specialist betting options, fantastic promotions and exclusive new products.

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

BetStars is ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).