



BETSTARS LAUNCHES IN ITALY

ONCHAN, Isle of Man – May 25, 2016 – Italian players are now able to make sports bets on BetStars.IT, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand. Italians can access the beta version of BetStars in their web browser online at BetStars.IT and in the desktop poker and casino software.

The beta version of BetStars.IT currently offers six of the most popular sports, with plans to grow the range in coming months. In time, players will be able to enjoy a wide range of betting markets and fantastic in-play betting options that sports betting fans around the world have already come to expect from a world-class online sportsbook.

BetStars.IT also benefits from offering Italians a seamless experience between sports betting, casino and poker, with a single wallet for all games.

Eric Hollreiser, Vice President of Corporate Communications for Amaya Inc., said, “There’s huge crossover between poker consumers and sports betting fans and BetStars provides a safe, secure, convenient and trusted environment to place sports bets. Italian sports fans find betting enhances their love of the game as they put their wits, strategy and judgment to the test.”

FOOTBALL FOCUS

With a special focus on football – by far Italy’s most popular sport – BetStars offers hyper-competitive odds on the biggest games from Europe’s top leagues, and exclusive promotions, such as the **Welcome BetStars Freeroll**, a free poker tournament with a €5000 prize pool, open to all players that make any bet during the week from May 25th to 30th. Looking ahead, and waiting for the EURO 2016, BetStars also gives all the players the chance to join the special promotion set for the Champions League Final, along with a generous €20 first deposit bonus offer.

Further information on the Welcome BetStars Freeroll is online here:

<https://www.betstars.it/#/promotions/215928>

For further information, please contact: press@betstars.it

About BetStars.IT

BetStars is a new online sports betting brand from the Rational Group, who operate 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 both services. BetStars is available in Italy online and on mobile and tablet, iOS and Android apps for a quick and simple betting experience.

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

