



BETSTARS LAUNCHES SPIN & BET

New product gives sports bettors chance to increase winnings by up to 10 times

ONCHAN, Isle of Man – January 13, 2016 – BetStars has launched a unique new sports betting product that gives bettors the chance to win up to 10 times as much when placing a bet. BetStars is the new sports betting brand from PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) company.

Spin & Bet, which takes its name and inspiration from the extremely popular Spin & Go poker format that launched just over a year ago on PokerStars, gives sports bettors the chance to see their potential winnings multiplied by up to 10 times the original amount.

“We’re really excited by the launch of Spin & Bet, which we believe is set to be *the* game-changing innovation in sports betting this year,” said Guy Templer, Director of Group Business Development and Strategy. “We’re convinced our customers will love the new product as it brings a new and exciting dimension to betting for sports fans around the world. This is only the first in a number of exciting, unique products that we expect to introduce in 2016 to distinguish the BetStars brand from its competitors.”

HOW DOES SPIN & BET WORK?

Spin & Bet can be found on the home page of the BetStars websites and iOS and Android apps. To use the new Spin & Bet feature, bettors simply choose their bet from the available markets, enter their stake, and click ‘Spin & Bet’. The bet will be placed and an animation will display the potentially enhanced winnings, with the result being one of five multiples: 1x, 1.5x, 2x, 5x or 10x. When playing Spin & Bet, 10% of the bettor’s stake goes towards enhanced winnings jackpot.

For more information, including the multiples and probability table for Spin & Bet, please visit <https://www.betstars.com/>.

BETSTARS MARKETING CAMPAIGN

Spin & Bet will form the focus of an international marketing campaign, including a significant TV presence, to launch the BetStars brand over the coming months. The Gamechanger TV advert that will be aired in a number of international markets can be viewed here: https://www.youtube.com/watch?v=ynuCsqE4_YQ.

Spin & Bet is now available on BetStars.com, BetStars.eu, and on dedicated iOS and Android devices, in jurisdictions where BetStars is currently offered. Amaya expects that BetStars, including its Spin & Bet feature, will be offered in additional jurisdictions through 2016.

For more info, please contact press@betstars.com

About BetStars

BetStars is a new online sports betting site from PokerStars, the world's largest online poker room. 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, 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 is owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

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, BetStars, StarsDraft, the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour. These brands have more than 97 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, 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.

