



POKERSTARS ANNOUNCES BETSTARS BRAND

*2016 marketing campaign aims to draw sports bettors to BetStars and
PokerStars*

ONCHAN, Isle of Man – December 18, 2015 – PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand, announced today its new sportsbetting brand, BetStars. BetStars will initially be available in select jurisdictions on the domains Betstars.com, Betstars.eu, and Betstars.uk, and on dedicated iOS and Android applications. This is the next stage of development of PokerStars' new sportsbook offering, which will continue to be rolled out during 2016.

BetStars will be supported by the launch of an external customer acquisition campaign in the first half of 2016. As part of this marketing campaign, BetStars intends to introduce an innovative new betting product on the platform which will distinguish the brand from competitors.

Rafi Ashkenazi, CEO of Rational Group, said, "We're very excited about the launch of the BetStars brand, and expect it to be one of the most talked about sports betting sites in 2016 as it continues to evolve with new products and features that we believe will set us apart as a betting brand for the true sports fan. We're applying the same dedication and passion we have for poker to sports betting, and intend to create an authentic, world-class offering. The BetStars brand will build on this passion and provide a safe, trustworthy and, most importantly, exciting environment for sports fans."

BetStars will initially offer a range of betting options across more than 25 sports, including football, tennis and basketball, as well as specialty offerings such as eSports and poker. More sports, including horseracing, are intended to be added throughout 2016. The brand will also feature a range of in-play betting options and exclusive offers and promotions that sports bettors expect from a world-class online sportsbook. PokerStars anticipates the brand will expand into additional key jurisdictions throughout 2016, extending its reach to approximately half of PokerStars' unique active poker customers.

BetStars will also offer its customers a seamless experience between sports betting, casino and poker, with a single wallet for all three services.

For further information, 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. It's 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.

