

## **POKERSTARS CASINO LAUNCHES FIRST TV AD CAMPAIGN**

*PokerStars Casino aims to become a leader in online casino*

ONCHAN, Isle of Man – November 21, 2016 – [PokerStars Casino](http://PokerStars.Casino), an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand, today launched its first ever TV advert, which will play across UK digital stations and video display advertising. The debut advertisement features cutting-edge digital graphics showcasing popular PokerStars Casino games such as slots, blackjack and roulette to a mainstream audience for the first time. The advert reflects the casino's unique look and feel, whilst staying faithful to the heritage of the PokerStars brand.

PokerStars Casino has proved hugely popular with almost half a million people playing a game in the last quarter, making it already one of the largest online casinos in the world. PokerStars Casino's next step to becoming a global casino leader is to raise awareness of the brand, its top-class product offering, and customer service to a wider audience.

The new strategic direction aims to grow the amount of new players outside of the existing PokerStars cumulative customer base of more than 105 million, by reaching out to a wider mainstream market.

Sam Hobcraft, Director of Casino, said: "In just two years, PokerStars Casino has grown immensely; we are already one of the world's leading online casinos. PokerStars Casino is currently a well-kept secret for poker players, who love to play casino, and we now feel it is the right time to share our unique product and customer experience with a wider audience. We are extremely proud of our TV advert and are looking forward to our big UK launch."

PokerStars Casino will implement strategic growth plans in various other countries as the full casino offering becomes more widely available.

Watch the first ever PokerStars Casino television advert here:

<https://youtu.be/jOzd9fqIxrU>

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

## About PokerStars

PokerStars operates the world's most popular online poker sites, serving the global poker community. Since it launched in 2001, PokerStars has become the first choice of players all over the world, with more daily tournaments than anywhere else and with the best online security. More than 155 billion hands have been dealt on PokerStars, which is more than any other site.

PokerStars.com and PokerStars.eu operate globally under licenses from the Isle of Man and Malta governments, respectively. PokerStars is licensed, approved to offer, or legally offers under third party licenses or approvals, its products and services in various jurisdictions throughout the world, including in Europe, both within and outside of the European Union, the Americas and elsewhere.

PokerStars is the flagship brand of Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt, StarsDraft, BetStars, PokerStars Casino and the PokerStars Championship and PokerStars Festival live poker tour brands (incorporating the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour). PokerStars is ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

PokerStars is the world's most licensed online gaming brand, holding licenses or related operating approvals in 16 jurisdictions.

Play Responsibly! For more information on responsible gaming please visit our website at <http://www.pokerstars.com/about/responsible-gaming/>

