

POKERSTARS CELEBRATES 100 MILLION PLAYERS WITH MULTIMILLION-DOLLAR GIVEAWAY IN FEBRUARY

ONCHAN, Isle of Man – January 28, 2016 – Poker players have the chance to win a share of millions of dollars in cash and rewards this February at PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand, as the world's biggest poker site celebrates reaching the landmark figure of 100 million registered players across PokerStars and Full Tilt.

The [100 Million Celebration](#), which will run from February 1-29, will see more than 100 million StarsCoin, worth more than \$1 million, given away through VIP Steps Challenges; up to \$100,000 a day for 15 consecutive days randomly awarded to players who complete daily PokerStars Milestone Challenges; and finally a \$100,000 Added VIP Club tournament on Saturday, February 27, featuring a buy-in of just 50 StarsCoin.

The 100-millionth player was 'ArtiB73' from France, who registered on PokerStars.fr on January 25 at 13.57 CET (07.57 ET). The 100 million players comprises accounts from PokerStars and Full Tilt, including all local licenses, all brands, and all platforms that PokerStars and Full Tilt has ever made available – mobile, desktop, tablet, TV, Facebook, Amazon, and elsewhere.

VIP STEPS CHALLENGES

The 100 Million Celebration kicks off on Monday, February 1 with the VIP Steps Challenges, which runs until February 14 and gives players the chance to win a share of more than 100,000,000 [StarsCoin](#) – worth more than \$1 million. Players that complete three VIP Steps can win up to 1,000,000 StarsCoin, and those that complete 10 VIP Steps can win up to 2,000,000 StarsCoin.

For information on how to complete the VIP Steps Challenges, please visit <http://psta.rs/1VnGvw9>, while details about the new VIP Club and its benefits can be found here: <http://psta.rs/20qB42M>.

POKERSTARS MILESTONES

From February 15-29 PokerStars will celebrate 15 milestones in the site's history, including player success stories, landmark moments and record-breaking achievements.

Each day throughout the promotional period, a new [daily PokerStars Milestone](#) will be visualised through a silver and a gold challenge, with a random reward up to \$10,000

awarded for completing the silver challenge and a random reward up to \$100,000 given away for completing the gold challenge.

The Milestone Challenges can be found in the Challenges window of the PokerStars client or app, with players having 24 hours from the time they click 'Start' to complete the Challenge. All cash game Challenges (Zoom or normal ring game tables) can only be completed by playing real money cash game hands at \$0.05/\$0.10 or higher (HU tables excluded), and all tournament Challenges (MTT, satellites, Sit & Go, Spin & Go) can only be completed by playing real money tournaments with a buy-in of \$1 or higher. For more info, please visit <http://psta.rs/1KC5VAu>.

VIP CLUB TOURNAMENT

For the final promotion, players are invited to turn some spare StarsCoin into cold, hard cash, with a \$100,000 Added VIP Club Tournament at 17.15 ET on Saturday, February 27. The buy-in is just 50 StarsCoin and the ticket to the tournament can be bought in the VIP Store. See <http://psta.rs/1K8hmoR> for more details.

FULL TILT

As part of the 100 million players milestone, Full Tilt has written a Blog article, packed full of fun facts, landmark moments in the brand's history, and a quiz where poker players can win \$100 in tickets. Check out the Blog post here: <http://Ti.LT/mB>.

For further information, please contact: 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 140 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 also holds local licenses in many jurisdictions, including Italy, France, Estonia, Belgium, Denmark, Spain, Bulgaria, Greece, United Kingdom, Schleswig-Holstein in Germany, Ireland, Romania and New Jersey in the United States of America.

PokerStars is the flagship brand of Rational Group, which operates gaming-related businesses



and brands, including PokerStars, Full Tilt and the European Poker Tour. In 2012, 2013 and 2014, Rational Group companies in the UK and Isle of Man was recognised as one of the top 25 best places to work by the Great Place to Work Institute's Best Workplaces – Large category ranking. Rational Group entities in Costa Rica and Dublin also achieved the same accolade in their respective local rankings in 2014. PokerStars is owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

