

POKERSTARS GIVES FANS A CHANCE TO PLAY WITH NEYMAR JR IN CHARITY POKER TOURNAMENT

Players can win a seat in the Neymar Jr Charity Home Game for free at PokerStars

ONCHAN, Isle of Man – July 15, 2015 – PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand and the largest online poker brand in the world, has launched a series of free online tournaments that will give fans the opportunity to meet Neymar Jr and join him in the Neymar Jr Charity Home Game, a star-studded, live charity poker tournament to benefit the Neymar Jr Institute. The charity event will take place on July 26 during the Brazilian Series of Poker (BSOP) in São Paulo and will be streamed online at PokerStars.tv.

The event will bring together Neymar Jr, friends, celebrities and poker players for a fun-filled event with all proceeds from the USD \$1,000 buy-in registrations going to the Neymar Jr Institute. The prizes up for grabs include an entry to the BSOP Millions, Neymar Jr signed memorabilia, PokerStars donated prizes, and much more.

The Neymar Jr Institute was established in 2014 and aims to help thousands of underprivileged children and their families from São Paulo by providing sports and school activities to develop skills that have an effective impact on their quality of life, helping to overcome social problems such as violence and crime.

“PokerStars is delighted to be supporting this event and the work of Neymar Jr’s Institute. It aligns with the key themes of our corporate giving programme ‘Helping Hands’ using sport to transform and enrich people’s lives. This continues our long tradition of working with charities around the world,” said Sue Hammett, Head of Corporate Giving for PokerStars.

To participate for free in the Neymar Jr Charity Home Game and join one of the biggest names in Brazilian sport, poker players and fans with a PokerStars account can take part in any of the free online tournaments on PokerStars. Online freerolls are already running at PokerStars.net.

The event will be broadcast at PokerStars.tv at 16:00 Brasilia time. Everyone can get involved and interact with the tournament using the hashtag **#HomeGameNJR**.

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 security online.

PokerStars is the key brand of Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt Poker and the European Poker Tour. PokerStars is owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

Helping Hands is PokerStars’ Corporate Giving Programme which was launched in 2013 and has contributed more than \$7 million to charities around the world.

About Instituto Projeto Neymar Jr

The Instituto Projeto Neymar Jr is a non-governmental organization dedicated to social causes. Based in Jardim Gloria neighborhood, Praia Grande, where Neymar Jr spent a great part of his childhood, the Project was developed by the Brazilian superstar and his family, based in the belief that by knowledge and opportunities, it's possible to change the life of various families.

With the goal to benefit 2,400 kids and teenagers and their families, the project assists only students of the public schools that have 90% of attendance in their classes, helping, by sports practice, speeches and courses, to eliminate the school dropout, improve the per capita income of the families, and improve hygiene and health indexes.