



POKERSTARS LAUNCHES POKER AND CASINO GAMES IN PORTUGAL

*Portuguese players can now benefit from PokerStars'
trusted game and fund protection under locally regulated rules*

ONCHAN, Isle of Man – November 29, 2016 – Poker and casino games have been launched in Portugal on PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand, following receipt of a local license to offer such games in the country. The license was granted pursuant to Portugal's recently developed and implemented local, independent regulatory and licensing regime.

PokerStars will maintain the very highest levels of player fund protection by segregating Portuguese player funds under trust agreements, as is done in all markets where PokerStars offers its products. In the meantime, while Portugal remains a closed liquidity poker market, PokerStars intends to actively work with applicable Portuguese authorities to help further develop and enhance the Portuguese regulatory framework for poker, including, without limitation, through the promotion of shared liquidity.

“We are very happy to offer the world's leading online poker brand to Portuguese players under a local regulatory framework that ensures rigorous consumer protection and gaming integrity,” said Eric Hollreiser, Vice-President of Corporate Communications for Amaya. “This approval demonstrates our commitment to the responsible growth of online gaming by supporting local regulation that protects players, creates a viable marketplace and provides revenue for local governments.”

Upon launch, PokerStars will offer Portuguese players poker and casino games such as blackjack and roulette (single and multiplayer) on desktop (Windows and Mac), and mobile (iOS and Android). Amaya expects to seek appropriate approval to offer sports betting through BetStars in Portugal in due course.

For further information, please contact: press@pokerstars.pt

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/>

