

POKERSTARS SIGNS JAPANESE CELEBRITY YUIKO MATSUKAWA AS NEW BRAND AMBASSADOR

ONCHAN, Isle of Man – March 17, 2014 – The world's largest poker site PokerStars.net, an Amaya Inc. (TSX: AYA) brand, today announced the sponsorship of Japanese model Yuiko Matsukawa. Matsukawa will join a roster of PokerStars-sponsored celebrities including Spanish tennis superstar Rafael Nadal, Brazilian soccer legend Ronaldo, and number one poker professional Daniel Negreanu.

PokerStars is committed to support the growth of poker in Japan by expanding the PokerStars Japanese team which includes Japan's first-ever World Series of Poker bracelet winner Naoya Kihara and top online poker player Kosei Ichinose.

"PokerStars champions the game of poker around the world and we are eager to promote its growth in Japan," said Eric Hollreiser, Director of Corporate Communications for PokerStars and Amaya, the Montreal-based publicly-listed owner of PokerStars. "Yuiko Matsukawa is an exciting celebrity who has caught the poker bug and wants to share her love of the game with her fans. We look forward to working together to promote poker as an exciting, skill-based game in Japan and beyond."

Yuiko recently participated in the Macau Poker Cup at PokerStars Macau in China. The Macau Poker Cup is one of the biggest international poker tournaments in the world and attracts the best poker players around.

Commenting on her experience, Yuiko Matsukawa said: "I was honored to participate in a major poker event as a PokerStars brand ambassador. In the beginning, I was a bit nervous, but eventually I found myself enjoying the game in a relaxed mood. I really appreciate my fans that cheered me on during the competition. PokerStars provides us the opportunity to play poker on smartphones and tablets, so you can enjoy games everywhere and anytime. I will continue to brush up my skills for the next tournament. Please wish me luck!"

As brand ambassador Yuiko Matsukawa will participate in poker tournaments and marketing activities to promote poker as a game of skill.

For press enquiries, please contact press@pokerstars.com.

About Yuiko Matsukawa

Actress and model Yuiko Matsukawa is a rising star in Japan. The 24-year-old launched her career at university, quickly appearing in several major female fashion magazines. Yuiko has recently received

significant public attention in Japan by starring as the heroine of recent release *Terrace House Closing Door*, a movie based on a reality TV show series about six men and women living in a shared house.

Twitter: https://twitter.com/matsukawa_yuiko

Blog: <http://ameblo.jp/matsukawa-yuiko/>

About PokerStars.net

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. In 2012, 2013 and 2014, Rational Group companies in the UK and Isle of Man won recognition as one of the best workplaces in the UK being awarded a top 25 position by the Great Place to Work Institute's Best Workplaces – Large category rankings. 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. (TSX: AYA).