

## **POKERSTARS TO GIVE AWAY MORE THAN \$500,000 IN ‘JANUARY DAILY CHALLENGE’**

*Additional January Jumpstart promotion offers VPP boost to help players reach VIP levels and earn cash VIP Stellar Rewards faster*

ONCHAN, Isle of Man – January 2, 2014 – PokerStars today announced two new promotions that will give players some great opportunities to boost their bankrolls at the start of the New Year. PokerStars players will be able to win a share of more than \$500,000 in cash, 10,000 VIP Store gifts, and get a VPP (VIP Player Points) boost that will enable them to reach a higher VIP level, and unlock Stellar Rewards bonuses, even faster in January.

From January 4 to February 2, PokerStars is running the [January Daily Challenge](#), which gives players a simple challenge to complete in return for a ticket to a daily \$15,000 ‘All-in Shootout’ tournament at 15.00 ET, where a first prize of \$1,000, along with thousands of smaller cash prizes, will be given away every day for a month. (NB: players need to register for the All-in Shootout using their credited ticket, but do not have to log-in during the tournament to take part or win.)

The more challenges that are completed, the more All-in Shootout tournaments a player will be able to participate in. If a player completes a minimum of ten daily challenges within the four-week period they will also be eligible to enter the ‘Final Challenge All-in Shootout’, which features a prize pool containing \$100,000 in cash and 10,000 exclusive PokerStars gifts.

To opt-in, players simply need to log-in to their PokerStars account on desktop or mobile and enter the Star Code ‘CHALLENGE’. See <http://psta.rs/1b0W9sp> for more information about Star Codes.

### **JANUARY JUMPSTART**

Also launching January 2 is the [January Jumpstart](#) promotion, which will award players free VPPs in January, simply by entering the Star Code ‘JUMPSTART’ before 23.59 ET on January 8. Players will then receive a VPP Boost based on what VIP status they are at the time of the opt-in, as outlined below:

<b>Jumpstart VPP boost</b>	<b>VIP status at time of opt-in</b>
15 VPPs	BronzeStar
25 VPPs	ChromeStar

125 VPPs	SilverStar
625 VPPs	GoldStar
1,000 VPPs	PlatinumStar & higher

To find out more about the PokerStars VIP programme, the status levels, and how to get rewards of up to \$1,200 a year in cash through VIP Stellar Rewards, go to <http://psta.rs/1dd6M8V>.

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 a global poker community of more than **61 million registered members**. Since it launched in 2001, PokerStars has become the first choice of the world's top players, with more daily tournaments than anywhere else and with the best security online. More than **105 billion hands** have been dealt on PokerStars.com, 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 separate government licenses in Belgium, Denmark, Estonia, France, Italy, Spain and Germany.

PokerStars is a member of The Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt Poker and the European Poker Tour. Rational Group entities in the UK and Isle of Man were collectively recognised as one of the UK's best workplaces when they were awarded a top 25 position by the Great Place to Work Institute in its UK's Best Workplaces – Large category in both 2012 and 2013.