



**POKERSTARS INVITES FANS AND POKER PROS TO
CELEBRATE NEW JERSEY ONLINE POKER WITH
'RUN IT UP' AT RESORTS CASINO HOTEL ON MAY 14**

Team PokerStars Pro Jason Somerville and other elite poker celebrities will gather in Atlantic City to celebrate PokerStars' return to U.S.

ATLANTIC CITY, New Jersey – April 20, 2016 – PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand, announced a special live event to celebrate the successful launch of the world's largest online poker site in New Jersey. PokerStars Run It Up Resorts Rumble will take place at the Resorts Casino Hotel on May 14th and will feature some of the most famous poker players in America, including Team PokerStars Pro Jason Somerville and his legion of Run It Up fans.

Celebrity poker players, fans, VIPs, online players, PokerStars staff, media and many members of Team Pro will come together at Resorts Casino Hotel's Atlantic Ballroom for a day of online play, giveaways, and meet-and-greets. Saturday night will feature one of the brand's signature PokerStars VIP Club Live events including beachside drinks, food and entertainment at The Landshark Bar & Grille Restaurant.

The day will kick off with a breakfast "Meet & Greet" session featuring Team PokerStars members Jason Somerville, Vanessa Selbst, Barry Greenstein, Jen Shahade, Chris MoneyMaker and Liv Boeree, and will be followed by the company's first east coast 'Run It Up' Event hosted by Somerville, who has emerged as the face of the new online poker player and has taken online poker into the world of e-sport and social media on twitch.tv.

PokerStars Run It Up Resorts Rumble's schedule features a \$30 buy-in no-limit hold'em event on PokerStarsNJ.com, which is only for those on-site at Resorts, and also a New Jersey-wide \$10 buy-in tournament for those who want to celebrate all across the state on PokerStarsNJ.com. Somerville plays under the name "JCarver" and hosts the most popular poker livestream on Twitch, *Run It Up*, which routinely sees more than 10,000 simultaneous viewers tune in to watch him play poker on PokerStars, with those figures doubling and even quadrupling during certain events.

"We're very proud of PokerStars' initial success in New Jersey and looking forward to seeing our fans in person as we celebrate at Resorts," said Eric Hollreiser, Vice President of Corporate Communications for Amaya. "Bringing JCarver and his band of

merry poker fans to New Jersey will create even more excitement and interest in the New Jersey online gaming market.”

Somerville will be streaming live on Twitch throughout the weekend and participate in Q&A sessions with his fellow Team Pros. After a full day of poker, event attendees will be welcome to party the night away at the PokerStars VIP Club Party. This is the perfect opportunity to celebrate PokerStars’ March launch and interact with brand executives and celebrity poker players. After some online and “onlive” poker action at Resorts’ Atlantic Ballroom, the VIP Club Live party will be hosted at the iconic LandShark Bar & Grille Restaurant on Atlantic City’s boardwalk.

"I'm incredibly excited to host our first one-day Run it Up festival on the east coast with two great partners in PokerStars and Resorts," said Jason Somerville, PokerStars Pro and host of Run it Up. "It's been so much fun playing and streaming on PokerStars New Jersey this month and I can't wait to hang out with all of our awesome Run it Up fans in person. It'll totally be worth putting on pants."

Players who wish to attend this event can purchase a ticket in the PokerStars VIP store or win tickets in advance in a Run It Up: Resorts with VIP Club Live Freeroll on May 1. Those players who wish to buy tickets on the day will be able to do so for \$10, which will be donated to [Autism Speaks](#). The donation will get you a wristband to attend the daytime activities (including a light breakfast) and the VIP Club Live party in the evening.

For more information about the event and the launch of PokerStars in New Jersey’s online gaming market, please visit www.pokerstarsnj.com/vip/live/resorts

For further information, please contact: press@pokerstarsnj.com

About PokerStars New Jersey

PokerStars NJ is the locally operated version of the world’s most popular online poker site, PokerStars. At PokerStarsNJ.com, players physically present in New Jersey can experience and enjoy the same world class gameplay, customer service, and game integrity that PokerStars has offered globally for almost 15 years.



PokerStars NJ operates in conjunction with its partner, Resorts Casino Hotel in Atlantic City, and offers both poker and casino games online at [PokerStarsNJ.com](https://www.pokerstarsnj.com) to players who are physically located in the state.

PokerStars NJ uses globally established age and location verification protections, player fund protection through account segregation, and responsible gaming practices to oversee and control player activity.

PokerStars NJ is ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA). Amaya US Services Limited, a subsidiary of Amaya Inc., is the internet gaming operator of Resorts Digital Gaming LLC (d/b/a "Resorts"), which is authorized and regulated by the New Jersey Division of Gaming Enforcement.

