



Press Release
For immediate release

AMAYA TO SUPPORT CANADIAN ENTREPRENEURS THROUGH SPONSORSHIP OF STARTUP OPEN HOUSE

Startups and entrepreneurs in Vancouver, Quebec City and the Waterloo region are joining Montreal and Toronto for this year's Startup Open House event

Montreal, Quebec – September 23, 2015 - Startup Open House organizers and Amaya Inc. (TSX: AYA; NASDAQ: AYA) have joined forces for the 2015 edition of Startup Open House, an event that offers an insider's peek into hundreds of startups redefining Canadian entrepreneurship. In its third edition this year, Startup Open House is taking place in Montreal, Toronto, and Vancouver on October 29th, and in Waterloo and Quebec City on November 5th. The event shines light on Canada's thriving startup ecosystems by welcoming job seekers, business professionals and members of the public into the quirky and creative workplaces of up and coming local companies.

"Entrepreneurialism is the lifeblood of Amaya and a driving force of the Canadian economy," said David Baazov, Chairman and CEO of Amaya. "We're proud to have grown from a small group of entrepreneurs in Montreal to a global leader in online services. I am keenly aware of the challenges entrepreneurs face, especially in the current economic landscape. That's why it's critical to support the next generation of startups as they build companies that will become tomorrow's industry giants. Startup Open House is doing great work by providing an avenue for entrepreneurs to gain visibility, and we are extremely proud to support this initiative."

This sponsorship is part of Amaya's commitment to supporting entrepreneurship in Canada and they are excited to take part in this year's event as an elite sponsor.

"It's been exciting to see the growth of this event in the past three years," said **LP Maurice**, CEO of bus travel startup **Busbud** and co-founder of **Credo**, "And now, thanks to Amaya, we will be able to raise even more awareness about the event, offering local entrepreneurs that much more exposure and opportunities to connect with top talent. It's really great to see corporate players like Amaya supporting a community-based initiative like Startup Open House."

To sign-up as a participating startup:

Startup Open House is still accepting applications from startups interested in opening their doors. For more information, please visit www.startupopenhouse.com.

About Amaya

Amaya is a leading provider of technology-based solutions, products and services in the global gaming and interactive entertainment industries. Amaya owns gaming and related consumer businesses and brands including *PokerStars*, *Full Tilt*, *StarsDraft*, the *European Poker Tour*,

PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour. These brands collectively form the largest poker business in the world, comprising online poker games and tournaments, live poker competitions, branded poker rooms in popular casinos in major cities around the world, and poker programming created for television and online audiences. Amaya, through certain of these brands, also offers non-poker gaming products, including casino, sportsbook and daily fantasy sports. <http://www.amaya.com/>

About Startup Open House

Founded and instigated by LP Maurice in 2013, Startup Open House is organized by Credo Productions. The first two years attracted 300 startups and 5000 participants across Montreal and Toronto. The event is a chance for members of the public, job seekers, and students to discover some of Canada's most innovative companies by visiting their fun and inspiring offices. For startups, it is a chance to increase their exposure among the general public and to make important contacts.

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