

**AMAYA ACQUIRES VICTIV DAILY FANTASY SPORTS SITE;
WILL LAUNCH UNDER NEW “STARSDRAFT” BRAND**

MONTREAL – AUGUST 13, 2015 – Amaya Inc. (TSX: AYA, NASDAQ: AYA) (“Amaya” or the “Corporation”) today announced that it has acquired Victiv (www.victiv.com), an Austin, Texas based daily fantasy sports (“DFS”) site that offers players the opportunity to build a roster of their favorite sports stars and compete for the chance to win real money.

The current Victiv team will manage the DFS business, which will be rebranded *StarsDraft* and will be initially launched at StarsDraft.com in select U.S. markets and later through the PokerStars platform. Victiv has received considerable attention among daily fantasy players for its user-friendly and innovative software for fantasy sports enthusiasts.

“StarsDraft (www.StarsDraft.com) will combine Victiv’s innovative platform and experienced DFS team with Amaya’s expansive consumer base and operational excellence as the world’s preeminent online gaming brand,” said Matthew Primeaux, CEO of Victiv. “We intend to capitalize on what we believe is strong crossover between online poker players and daily fantasy sports. PokerStars is the most-trusted brand in online gaming and brings unmatched security, customer support and technical infrastructure that we believe all players can rely on.”

StarsDraft.com will feature the innovative Victiv software that Amaya believes has made the site increasingly popular since its launch last September, particularly among players who are new to the game. In particular, the Bankroll Builder feature allows new players the chance to learn the game in a risk-free environment. Joining free-to-enter contests new players have a chance to display their sports knowledge and win cash without having to deposit.

For further information, please contact: press@amaya.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*, 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.

Cautionary Note Regarding Forward Looking Statements

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and applicable securities laws, including, without limitation, the anticipated launch of new products. Forward-looking statements can, but may not always, be identified by the use of words such as “anticipate”, “plan”, “continue”, “estimate”, “expect”, “may”,

“will”, “project”, “predict”, “potential”, “targeting”, “intend”, “could”, “might”, “would”, “should”, “believe”, “objective”, “ongoing” and similar references to future periods or the negatives of these words and expressions. These statements, other than statements of historical fact, are based on management’s current expectations and are subject to a number of risks, uncertainties, and assumptions, including market and economic conditions, business prospects or opportunities, future plans and strategies, projections, technological developments, anticipated events and trends and regulatory changes that affect us, our customers and our industries. Although the Corporation and management believe the expectations reflected in such forward-looking statements are reasonable and are based on reasonable assumptions and estimates, there can be no assurance that these assumptions or estimates are accurate or that any of these expectations will prove accurate. Forward-looking statements are inherently subject to significant business, economic and competitive risks, uncertainties and contingencies that could cause actual events to differ materially from those expressed or implied in such statements. These risks and uncertainties include those identified under the heading “Risk Factors and Uncertainties” in Amaya’s Annual Information Form for the year ended December 31, 2014 and in its Management’s Discussion and Analysis for the period ended March 31, 2015, each available on SEDAR at www.sedar.com, Edgar at www.sec.gov and Amaya’s website at www.amaya.com, and in other filings that Amaya has made and may make with applicable securities authorities in the future. Investors are cautioned not to put undue reliance on forward-looking statements. Any forward-looking statement speaks only as of the date hereof, and the Corporation undertakes no obligation to correct or update any forward-looking statement, whether as a result of new information, future events or otherwise, except as required by applicable law.