



Press Release

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AMAYA ENTERS U.S. DAILY FANTASY SPORTS MARKET BY LAUNCHING 'STARSDRAFT BY POKERSTARS'

Austin, TX (September 8, 2015) — Amaya Inc., (Nasdaq: AYA, TSX: AYA) (“Amaya”), a leading consumer technology company and owner of PokerStars, the world’s largest online poker site, today announced the launch of StarsDraft by PokerStars, a Daily Fantasy Sports (DFS) website, ahead of the start of the NFL season. Amaya acquired Austin-based DFS site Victiv.com in August and its management team, led by CEO Matthew Primeaux, has re-branded the site and integrated it into the PokerStars platform.

“PokerStars is one of the most dominant and trusted brands in online gaming. We're proud to add our innovative platform to Amaya's portfolio of leading technology companies, and offer the thrill of daily fantasy to sports fans across the country,” says Matthew Primeaux, CEO of StarsDraft. “Amaya’s gaming brands have more than 95 million registered players globally, including an estimated 1 in 10 U.S. adults. With the launch of StarsDraft by PokerStars, we provide a safe and secure daily fantasy sports experience that millions of U.S. consumers can trust.”

StarsDraft features a user-friendly and intuitive platform that makes drafting your favorite athletes each day a thrill. In combination with Amaya's extensive IT infrastructure, which manages millions of micro-transactions every hour, and best in class customer experience teams, StarsDraft brings fantasy sports fanatics an unrivaled playing experience.

StarsDraft provides first time users a simplified and effortless way to learn to play by offering a unique set of games named Bankroll Builder. Free to enter, but with real-money prizes, Bankroll Builder offers users the opportunity to participate in practice sessions against a computer-generated opponent to build skill and learn the game in a no-risk environment. Another original feature, the Victron, which is beneficial to both new and experienced users, allows the player to research and build a lineup with ease by simply adjusting sliders to weight which stats are most important to them.

StarsDraft places a unique focus on protecting the integrity of games and the protection of player funds. First and foremost, player account balances are securely stored in segregated player accounts, guaranteeing that player account balances are safe.

StarsDraft will promote the passion and excitement that sports brings to millions of fans, and will provide an environment for them to compete with others who share the passion and knowledge of players and teams across a variety of U.S. sports. With superior security, innovative technology and advanced customer

service, StarsDraft will give players an unmatched DFS platform dedicated to providing the best and safest player experience so that new, casual and experienced users alike can truly play for the love of the game.

To learn more about StarsDraft or to start playing DFS, please visit StarsDraft.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

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