



CRISTIANO RONALDO AND DWYANE WADE BRING POKERSTARS #RAISEIT CAMPAIGN TO AN END IN SPECTACULAR STYLE

Sporting superstars end three-month rivalry with final show-stopping duel

ONCHAN, Isle of Man – January 26, 2017 – Team PokerStars SportStar Cristiano Ronaldo and renowned basketball player Dwyane Wade are drawing the #raiseit campaign to a grand close with a remarkable display of sporting skill.

The pair are battling it out for the final time following six previous duels for the innovative and fun social campaign by the world's most popular online poker site [PokerStars](http://PokerStars.com), an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand.

In a sneak peak of the final videos, which will go live on Ronaldo and Wade's social media channels on Monday and Tuesday (January 30 and 31) respectively, the famous footballer and Chicago Bulls basketball player can be seen preparing to battle it out in the 'Aerial Duel' round.

Ronaldo and Wade have gone head-to-head in six previous rounds; 'SuperStar Wake-Up,' 'Meme Battle', 'Happy Holidays', 'Getting Ready in Style', 'Breakfast My Way' and 'Extreme Work-Out'.

The #raiseit campaign is a fun take on the poker mentality of raising the stakes in order to 'one-up' your opponent. It showcases the competitive nature of poker and sport, and the focus, tenacity and endurance needed to succeed in both activities.

So far the videos have received more than 87 million views across social media channels. To view the #raiseit challenges go to www.nowraiseit.com

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

About PokerStars

PokerStars operates the world's most popular online poker sites, serving the global poker community. Since it launched in 2001, PokerStars has become the first choice of players all over the world, with more daily tournaments than anywhere else and with the best online security. More than 155 billion hands have been dealt on PokerStars, which is more than any other site.

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