



## **CRISTIANO RONALDO AND DWYANE WADE PUT THEIR FITNESS TO THE TEST IN A BID TO #RAISEIT**

*Sport stars battle it out in PokerStars campaign to see who can impress with their inventive workout regimes*

ONCHAN, Isle of Man – January 17, 2017 – Football sensation and Team PokerStars SportStar Cristiano Ronaldo and basketball star Dwyane Wade have upped the ante by working out to the ‘extreme’ for their latest #raiseit duel, an innovative and fun social campaign by the world’s most popular online poker site, [PokerStars](#), an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand.

For the penultimate instalment of the #raiseit campaign, Ronaldo and Wade combine sporting fitness with difficult trick shots for the ‘Extreme Work Out’ themed round of the campaign.

Wade will kick off the battle with his impressive basketball trick, which will go live on his social media channels tomorrow (January 18). Ronaldo’s inventive response will be posted on his social media sites the following day (January 19).

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.

The famous footballer and Chicago Bulls player have already battled it out five times in the ‘Superstar Wake Up’, ‘Meme Battle’, ‘Happy Holidays’, ‘Getting Ready in Style’, and ‘Breakfast My Way’ rounds. The final videos to mark the grand finale of the #raiseit campaign will go live at the end of January.

So far, the videos have received more than 82 million views across social media channels. To view the #raiseit challenges go to [www.nowraiseit.com](http://www.nowraiseit.com)

For further information, please contact: [press@pokerstars.com](mailto: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.

PokerStars is the flagship brand of Rational Group, which is ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA) and operates gaming-related businesses and brands, including PokerStars, PokerStars Casino, BetStars, Full Tilt, StarsDraft, and the PokerStars Championship and PokerStars Festival live poker tour brands (incorporating the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour). Amaya, through certain subsidiaries, is licensed, approved to offer, or offers under third party licenses or approvals, its products and services in various jurisdictions throughout the world, including in Europe, both within and outside of the European Union, the Americas and elsewhere. In particular, PokerStars is the world's most licensed online gaming brand, holding licenses or related operating approvals in 16 jurisdictions. PokerStars.com and PokerStars.eu operate globally under licenses from the Isle of Man and Malta governments, respectively.

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