



WHAT NOW? KEVIN HART RECRUITS POKERSTARS TO CHANGE THE FACE OF POKER

*Hollywood celebrity reveals a winning hand at PokerStars Championship in
Monte Carlo*

ONCHAN, Isle of Man – April 29, 2017: Hollywood star and global comedic sensation Kevin Hart today announced a partnership with [PokerStars](#), an Amaya Inc, (Nasdaq: AYA; TSX: AYA) brand, to promote the game of poker and introduce PokerStars, the world's largest online poker site, to new audiences. Hart announced the partnership in a hastily called press conference in Monaco during the PokerStars Championship presented by Monte Carlo Casino®, one of poker's most prestigious live events, which is running until May 5.

Hart called the press conference on his Facebook yesterday and enlisted Team PokerStars Pro Daniel Negreanu, who is the world's winningest poker player, to announce his plan to change the face of poker.

"I am going to make poker fun, and working with PokerStars will give me the poker platform I need to do this," Hart said. "I'm glad there are all these poker pros here who I can compete with and take their money. But the best thing about poker is that anyone can play it, whether you're making millions like Daniel Negreanu or just sitting around the kitchen table playing for coins."

"I'm not going to tell you yet how we're going to do it," Hart added. "But I have some great ideas for bring poker to the people, while having fun."

Hart said he will leverage PokerStars marketing, live events and his own social media channels to to promote the fun and social aspects of poker..

"We take poker seriously, because that's our business. Kevin Hart makes everything he does fun because that's his business," said Eric Hollreiser, Amaya Vice President of Corporate Communications. "Kevin is a maverick and we're thrilled to work with him to take poker to new audiences around the world and have a great time doing it."

Hart arrived in Monaco to take part in the action at PokerStars Championship tournaments at the glamorous Monte Carlo Bay Casino Hotel & Resort. He shook up the tournament floor with his antics and banter, breaking the often quiet and focused concentration of many of the world's best poker players.

POKERSTARS CHAMPIONSHIP PRESENTED BY MONTE-CARLO CASINO®

PokerStars Championship presented by Monte Carlo Casino® takes place April 25 – May 5, at the fabulous Monte Carlo Bay Casino Hotel & Resort. Poker's best players will compete over 11 days of high-octane competition for an expected prize pool of over €30 million. The PokerStars Championship series continues with its 2017 schedule after the winner is crowned in Monte Carlo.

Find more information about PokerStars Championship presented by Monte-Carlo Casino® at: <http://psta.rs/2fAhZwx>. And for more information about PokerStars, please visit <http://psta.rs/1JTYxS9>.

For media enquiries, 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 165 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 17 jurisdictions. PokerStars.com and PokerStars.eu operate globally under licenses from the Isle of Man and Malta governments, respectively.

Play Responsibly! For more information on responsible gaming please visit our website at <http://www.pokerstars.com/about/responsible-gaming/>

