

POKERSTARS NAMED 2014 POKER OPERATOR AND MOBILE POKER OPERATOR OF THE YEAR BY EGAMING REVIEW

LONDON, UK – November 25, 2014 – PokerStars has been selected as the 2014 best ‘Poker Operator’ and best ‘Mobile Poker Operator’ by eGaming Review magazine. The prestigious awards were presented in London on Monday night..

“We’re very proud to be acknowledged by eGR and the expert judging panel for our success as the leading online poker operator online and on mobile ,” said Eric Hollreiser, Head of Corporate Communications for the Rational Group. “Competition in our industry is always fierce and we’re proud to be recognized by our peers for delivering an outstanding product and service to millions of players.”

PokerStars’ industry leadership includes serving more than 69 million registered players and offering the widest variety of games, the best tournament series, the biggest prize pools and the most platforms to play them on.

“Our customers are among the most loyal, passionate and skilful poker players in the world and we are constantly evolving to anticipate their needs,” Hollreiser said. “We’re particularly proud to be able to offer the best mobile poker experience and give consumers safe and convenient access to all the features, games and global player pools that they expect from PokerStars.”

GLOBAL GROWTH

PokerStars is often credited with globally expanding the game of poker through the integration of online and offline tournaments, sponsorship of the best players and expert marketing that emphasizes the skill-based excitement of poker competition.

PokerStars is known as the home to the most famous poker players, including Daniel Negreanu, Chris Moneymaker and Vanessa Selbst. PokerStars also enlists celebrities and athletes to help grow the game with mainstream audiences. This includes signing world-famous sports stars such as Rafa Nadal and Ronaldo, who appeal to a wide cross-section of consumers.

PokerStars continues to break boundaries in its production of live events and webcasts, as illustrated by the record-breaking figures from the recent EPT Barcelona. This included 1,496 players in the €5,300 Main Event, of which, around a third qualified online. The EPT Live webcast averaged hundreds of thousands of daily unique viewers,

with around 850,000 unique viewers watching the final table through mobile and desktop services across a variety of portals including YouTube, Facebook, and Eurosport as well as proprietary apps and PokerStars.tv.

GROWING POKER THROUGH INNOVATION AND PRODUCT DEVELOPMENT

PokerStars' continued innovation was crucial to winning this award.

- PokerStars Mobile offers shared liquidity across desktop client, iOS and Android, with up to 1 million downloads per month.
- The latest software upgrade – PokerStars 7 – was released in 2014 providing a brand new interface that includes: chip graph tracking feature, live events tab to plan journey and qualification route, multiple tournament and ring game filters
- New game format 'Spin & Go' has been introduced and has been hugely successful, with millions of tournaments being played in the first two months.
- Recent EPT sponsorship from Duracell Powermat, Skullcandy and SLYDE shows PokerStars garnering mainstream appeal
- PokerStars continues to be the leading producer of global TV programming

MOBILE POKER OPERATOR AWARD

PokerStars was also selected as the leading Mobile Poker Operator of 2014. Mobile offerings have been central to the continued growth of PokerStars, especially in making the poker industry accessible to new players.

Changes in player behaviour have seen significant growth in the adoption of the mobile platform. A majority of PokerStars accounts are now created on mobile devices, with a larger majority in more mature markets. An increasing number of players choose to play across both mobile and desktop products, while a healthy number opts to play exclusively on PokerStars Mobile.

PokerStars understands the importance of mobile poker and has implemented a 'Mobile First' policy that places tablet and smartphone integration at the heart of the business. Players can switch between mobile and desktop platforms to create a seamless playing experience with no segregation between mobile and desktop.

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 security online. More than 120 billion hands have been dealt on PokerStars, which is more than any other site.

PokerStars.com and PokerStars.eu operate globally under licenses from the Isle of Man and Malta governments, respectively. PokerStars also holds separate government licenses in the United Kingdom, Belgium, Bulgaria, Denmark, Estonia, France, Germany, Italy, and Spain.

PokerStars is a member of The Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt and the European Poker Tour. In 2012, 2013 and 2014, Rational Group companies in the UK and Isle of Man won recognition as one of the best workplaces in the UK being awarded a top 25 position by the Great Place to Work Institute's Best Workplaces – Large category rankings. Rational Group entities in Costa Rica and Dublin also achieved the same accolade in their respective local rankings in 2014. PokerStars is owned by Amaya Inc. (TSX: AYA).