



# POKERSTARS FESTIVAL

## **SNOOKER LEGEND STEPHEN HENDRY NOW 147/1 AT BETSTARS TO WIN POKERSTARS FESTIVAL LONDON MAIN EVENT**

*Hendry gets 'perfect break' inaugural PokerStars Festival*

**Onchan, Isle of Man – January 27, 2017** - Following an epic win at the [PokerStars](#) Festival London Media Event on Thursday night beating Team PokerStars Pro Felipe Ramos heads up, seven-time snooker World Champion Stephen Hendry is now priced at 147/1 with [BetStars](#), PokerStars' online betting site, to become the Festival's Main Event champion.

BetStars is also offering the snooker icon at 7/4 to make it to Day Two of the £990 buy-in Main Event, and 20/1 to finish in the final ten players. Hendry, who said he was happy with his new odds which are priced at the maximum snooker break of 147\*, is currently playing in the third of three starting days (day 1C) against poker players from across the globe at The Hippodrome Casino London, sponsored by PokerStars, an Amaya Inc. (NASDAQ: AYA; TSX: AYA) brand.

His big win against journalists, fellow sport star Darius Knight and Team PokerStars Pros Liv Boeree, Jake Cody and Felipe Ramos at the Media Event gave him plenty of practice and a good frame of mind heading into the Main Event today, which has a guaranteed £400,000 prize pool.

Find out more about betting on Hendry's poker performance here: <http://betsta.rs/2kAoNNQ>

So far the first Festival of 2017 has been packed to the brim with players taking part in an array of events, filling every corner of The Hippodrome Casino London. For further information on PokerStars Festival London and its full schedule, please visit: <http://psta.rs/2ga7PTF>

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

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\*Please note odds now at 150/1 due to odds system functionality

### **PokerStars Championship & PokerStars Festival**

The PokerStars Championship, sponsored by PokerStars, is the world's richest and most popular poker tour. Bringing together some of the world's most exciting and prestigious poker tournaments, the PokerStars Championship incorporates some stops previously part of the European Poker Tour, North American Poker Tour, Latin American Poker Tour and Asia-Pacific Poker Tour. Collectively, these events have paid out well over \$1 billion in tournament prize pools globally on five continents since 2004. Confirmed PokerStars Championship stops announced so far in 2017 includes the Bahamas, Panama, Macau, Monte-Carlo and Barcelona, with more stops to be announced in the coming months.

PokerStars Festival events, sponsored by PokerStars, are mainly tailored for recreational players and incorporate some stops previously part of the UK & Ireland Poker Tour, France Poker Series, Italian Poker Tour, Estrellas, Eureka, Asia-Pacific Poker Tour and Latin American Poker Tour. Confirmed PokerStars Festival stops announced so far in 2017 includes London and Rozvadov, with more stops to be announced in the coming months.

PokerStars Championship and PokerStars Festival poker tour brands are ultimately owned by Amaya Inc. (NASDAQ: AYA; TSX: AYA). Further information on the PokerStars Championship and PokerStars Festival is available online at <http://www.pokerstarslive.com/>.

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