



USAIN BOLT, WORLD'S FASTEST MAN, TO BRING SPEED AND SMARTS TO POKER IN PARTNERSHIP WITH POKERSTARS

On verge of retiring from track competition, Olympic champ becomes an ambassador for PokerStars

ONCHAN, ISLE OF MAN – June 8, 2017 – Usain Bolt, record-breaking sprinter and undisputed fastest man on the planet, will promote the game of poker as part of a new partnership with PokerStars, an Amaya Inc. (Nasdaq: AYA; TSX: AYA) brand. Bolt, an eight-time Olympic gold medallist, announced his new partnership via a [social media exchange](#) with his friend and Hollywood superstar Kevin Hart, who is currently the most successful comedian in the world and earlier this year signed on with PokerStars declaring he was going to “Make Poker Fun.”

Bolt said: “PokerStars is a winner and I’m happy to join Kevin in helping to bring poker and PokerStars to the masses. It’s a challenging game that’s fun, social and competitive so I’m pleased to be able to introduce it to my fans and to people around the world.”

Bolt will represent PokerStars in marketing campaigns and live appearances geared toward introducing new audiences to poker, said Eric Hollreiser, Vice President of Corporate Communications at PokerStars.

“Usain Bolt is a fierce competitor who pushes his game to the limits,” Hollreiser said. “But he’s also one of the most-liked athletes in the world. His strong global following and winning personality will help us to introduce poker in a fun, social and fast way.”

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 owns gaming and 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).

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/>

