

## AMAYA'S BETSTARS TAKES ESSA TO NEW HEIGHTS

**Brussels, 22 February 2017:** International betting integrity body ESSA has been boosted by the addition of [BetStars](#), an Amaya Inc. (NASDAQ: AYA; TSX: AYA) brand, to its increasing roster of members. It takes ESSA's current membership to 25 regulated betting operators covering many of the leading international brands.

Amaya, which is also parent company of the PokerStars, PokerStars Casino, Full Tilt and StarsDraft brands, dominates the global online poker market and launched its betting brand BetStars in December 2015. BetStars is the official betting partner of English Premier League champions Leicester City for the 2016/17 season.

Khalid Ali, Secretary General of ESSA, stated: "BetStars' decision to join ESSA is excellent news for all concerned and another important milestone for the association. Backed by Amaya, one of the world's largest gaming groups with 108 million registered customers, the addition of BetStars brings clear advantages for ESSA and its alert platform. Whilst BetStars will benefit from access to a growing and effective operator run network focused on protecting its members' businesses from fraud."

Zeno Osskó, Managing Director of BetStars, said: "BetStars is committed to keeping online betting fun and safe for our customers. The move to join ESSA underlines that approach and our determination to identify and tackle those that seek to manipulate sporting events against fellow consumers and responsible operators. We look forward to engaging closely with our partners within ESSA to maintain the integrity of sportsbook markets."

ESSA holds positions on match-fixing policy forums at the European Commission, Council of Europe and the IOC. It is driving a number of activities aimed at addressing match-fixing, including a player education programme with EU Athletes (see [here](#)) and an international project, entitled "Keep Crime out of Sport", led by the Council of Europe (see [here](#)); both receive funding from the European Commission. ESSA has recently released its Q4 and 2016 overview integrity report, available [here](#).

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### About ESSA:

ESSA represents many of the world's biggest regulated sports betting operators, serving over 40 million consumers in the EU alone. Concerned regulated bookmakers created ESSA in 2005 to monitor betting markets and alert sporting bodies and national regulators to suspicious betting patterns. The goal was and is to protect consumers from potential fraud caused by manipulating sporting events. ESSA helps to combat this with evidence-based intelligence it provides to sporting bodies and regulators.

### CONTACT INFORMATION

Khalid Ali,  
Secretary General  
Sports Betting Integrity  
ka@eu-ssa.org  
www.eu-ssa.org

Every year, our members invest over €50m in compliance and internal security systems in order to help combat fraud. They also give back to sport and society by spending €400m on sponsorship around the world - €250m of that in Europe alone. This increases substantially when advertising and photo and video-streaming rights are taken into consideration. ESSA and its members also co-fund an education programme on gambling with EU Athletes that reaches out to 15,000 athletes/players across at least ten different sports in 13 EU countries.

ESSA continues to play a key role as the regulated betting sector's representative body at national and international match-fixing policy forums and holds positions on working groups at the European Commission, Council of Europe and the International Olympic Committee (IOC). The organisation is continually reassessing and improving its alert and reporting systems and has established information sharing arrangements with a range of sports bodies and regulatory authorities.

ESSA members include: 888sport, ABB, Bet-at-Home, Betclac, Betdaq, Betsson, BetStars, BetVictor, Betway, bet365, bwin, Digibet, Expekt, Fonbet, Interwetten, Ladbrokes Coral, Paddy Power Betfair, Sky Bet, Sportingbet, Sporting Index, Sportium, Stanleybet, Stoiximan, Unibet and William Hill. For more information see ESSA's website at <http://www.eu-ssa.org/> or visit us on twitter: [@ESSA\\_Betting](https://twitter.com/ESSA_Betting)

### **About Amaya**

Amaya is a leading provider of technology-based products and services in the global gaming and interactive entertainment industries. Amaya ultimately owns gaming and related consumer 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). These brands together have more than 105 million registered customers globally and collectively form the largest poker business in the world, comprising online poker games and tournaments, live poker competitions, branded poker rooms in popular casinos in major cities around the world, and poker programming created for television and online audiences. Amaya, through certain of these brands, also offers non-poker gaming products, including casino, sportsbook and daily fantasy sports. Amaya, through certain of its subsidiaries, is licensed or 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.

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

### **CONTACT INFORMATION**

Khalid Ali,  
Secretary General  
Sports Betting Integrity  
[ka@eu-ssa.org](mailto:ka@eu-ssa.org)  
[www.eu-ssa.org](http://www.eu-ssa.org)

## About BetStars

BetStars is an online sports betting brand from the Rational Group, which operates the world's largest online poker room, PokerStars. The sports betting service features a wide range of popular and specialist betting options, fantastic promotions and exclusive new products.

BetStars offers players a seamless experience between sports betting, casino and poker, with a single wallet between all three services. BetStars is available online and on mobile and tablet, with dedicated iOS and Android apps for a quick and simple betting experience. BetStars is ultimately owned by Amaya Inc. (Nasdaq: AYA; TSX: AYA).

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