

Press release

For immediate release

Optimal Payments sponsors and speaks at the EGR Power Summit USA

Monday 12 September 2011 – Optimal Payments Plc (LSE: OPAY), a leading online payments provider, will be sponsoring and speaking at the eGaming Review Power Summit USA on 12 to 13 September, to be held at the Sanctuary Resort on Camelback Mountain, Scottsdale, Arizona. Joel Leonoff, President & CEO of Optimal Payments, is scheduled to speak on the Payments, Fraud and Social Responsibility panel on Tuesday September 13, at 10.45 a.m.

The chief executives, presidents and COOs of some of North America's largest land-based casinos, tribes, lotteries and race wagering businesses will gather at the Sanctuary Resort for this exclusive, invite-only, online gambling event organised by eGaming Review in partnership with Macquarie Capital. Around 50 senior executives from some of the most powerful US gaming companies, with a combined EBITDA in excess of US\$5bn, will meet with their European counterparts to discuss how they can work in partnership as the US looks to regulate online gambling in the coming years.

The specially designed content across two days will educate US operators on key operational considerations in running an online gaming business, and provide them with key data and insight into understanding and benchmarking the offering and performance of potential partners. An important element of the event is high level networking where delegates will be able to interact and seek out potential partners during a number of specially designed events including golf and a poker tournament.

Optimal Payments, a leading provider of online payment solutions since 1996, offers turnkey merchant accounts and payment gateway solutions. It provides credit/debit card processing and alternative payment methods to eCommerce businesses worldwide. Its proprietary gateway is feature-rich, reliable and secure.

Joel Leonoff, CEO of Optimal Payments, said "We are proud to be sponsoring this industry-leading event and helping to raise the awareness of how payments and fraud solutions are a key part of the total package that gaming businesses need to consider in their online offerings. Optimal Payments has an established track record in providing more than just payments solutions to leading companies in this industry, and we look forward to working with new participants as the North American markets evolve over the next few years."

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About Optimal Payments Plc

Trusted by businesses and consumers in over 180 countries to move and manage billions of dollars each year, Optimal Payments Plc is the leading payments company offering a true alternative to banks and card schemes. Merchants use the NETBANX® processing service to simplify how they accept and settle card, direct-from-bank, and cash payments; and the NETELLER® payment account to increase margins, capture new customers and increase their lifetime value. Being independent has allowed the company to support tens-of-thousands of retailers and merchants in many geographies and across multiple industries.

Optimal Payments Plc is quoted on the London Stock Exchange's AIM market, with a ticker symbol of OPAY. Subsidiary company NETELLER (UK) Ltd is authorised and regulated as an e-money issuer by the UK's Financial Services Authority (FSA).

For more information about Optimal Payments visit www.optimalpayments.com or subscribe at www.optimalpayments.com/feeds.