

Press release

For immediate release

Dealfind chooses Optimal Payments' NETBANX as exclusive provider of online payment services for North American business

Montréal, Thursday 3rd November, 2011 – Optimal Payments Plc (LSE: OPAY), a leading online payments provider, announces that Dealfind, the largest Canadian-owned group buying site in North America, is now using NETBANX exclusively to process online payments for all its North American business.

Dealfind is Canada's most visited daily deal site, offering deals in 28 Canadian markets and 21 markets throughout the U.S., with new U.S. markets added monthly. Dealfind started processing transactions in certain markets via Optimal's NETBANX solution in January 2011 and last month, switched to NETBANX for all its North American transactions.

"The Optimal Payments NETBANX gateway provided Dealfind with an excellent technology solution and sophisticated fraud tools," said Michael Tulman, CEO and Co-Founder of Dealfind. "We were impressed with NETBANX's user-friendly back-office and reporting functionality, together with their competitive pricing. The NETBANX team really understood our market – the daily deal space – and approached our payment needs with innovative thinking on how to minimize our risk and increase our conversions."

Dealfind chose Optimal Payments and its NETBANX payment gateway services to be its exclusive partner and provider of online payment processing based on the reliability and flexibility of its proprietary NETBANX payment gateway. PCI-DSS Level 1 compliant, and geo-redundant running on state-of-the-art technology, the NETBANX payment gateway delivers secure processing of global credit/debit card, online direct debit, Interac Online, and local payment options in 180 different countries. The NETBANX gateway also delivers comprehensive risk management for merchants through its proprietary risk rules engine and extensive fraud screening tools. Easy for merchants to integrate, the NETBANX gateway includes a comprehensive bilingual back-office that provides merchants all the tools they need to manage their customer billing profiles, and obtain real-time reporting.

"The daily deal space presents its own challenges for the processing of payments and management of risk," said Danny Chazonoff, Chief Operating Officer of Optimal Payments. "We worked closely with Dealfind to find a secure solution that worked for them – and their members – in what we believe is a rapidly growing market."

###

For further information contact:

Optimal Payments Plc

Andrew Gilchrist, EVP Corporate Affairs
Email: investorrelations@optimalpayments.com
Twitter: <https://twitter.com/optimalpayments>

Tel: + 44 (0) 1624 698 713

Optimal Payments Plc - Media Relations

Nick Daines / Sheelagh Connelly, Lumen PR
Email: optimalpayments@lumenpr.com

Tel: +44 (0) 20 7617 7019

Dealfind - Media Relations

Marina Glogovac, Chief Marketing Officer
Email: mglogovac@dealfind.com

Tel: 416-631-6368 ext. 540

About Optimal Payments

Optimal Payments is a global provider of online payment solutions. Trusted by businesses and consumers in over 180 countries to move and manage billions of dollars each year, merchants use the NETBANX ® processing service to simplify how they accept and settle credit card, direct-from-bank, and cash payments; and the NETELLER ® payment account to increase margins, capture new customers and increase their lifetime value. Being an independent provider has allowed the company to support tens-of-thousands merchants around the globe across a wide range of 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 authorized and regulated as an e-money issuer by the UK's Financial Services Authority (FSA).

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

About NETBANX®

NETBANX, a part of Optimal Payments, is a trusted provider of secure online payment gateway solutions. Since 1996, thousands of e-commerce, MOTO, and multi-channel businesses around the world rely on the NETBANX gateway and services for the payment processing of credit/debit cards, online direct debit and alternative payments as well as the management of online payment fraud. The NETBANX gateway is a proprietary, state-of-the art, geo-redundant and PCI-DSS Level 1 compliant. A robust and flexible platform, it can be configured or customized to meet the card-not-present needs of any businesses from local ecommerce websites to large scale international online businesses.

For more information about NETBANX visit www.netbanx.com.

About Dealfind

Dealfind is the largest Canadian-owned group buying website in North America, operating in 49 markets in Canada and the U.S. Dealfind is ranked as #3 on the North American Daily Deal Media Power Rankings . It has sold more than 1.3 million vouchers since 2010, saving consumers more than \$300 million. Privately held, Dealfind boasts refundable group buying vouchers, as well as full customer service support. The Toronto-based company provides small and medium-sized enterprises the opportunity to cost-effectively gain new and repeat customers through smart online marketing and referral programs.

For more information on Dealfind, visit www.dealfind.com. Businesses interested in partnering with Dealfind can apply online at http://dealfindbusiness.com/form_getstarted.asp.