

Press release

For immediate release

Optimal Payments to exhibit at ad:tech 2011, New York**Showcasing our payments solutions at the largest gathering of digital marketers**

Montréal, Thursday 3rd November, 2011– Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, announces that it will be exhibiting at the forthcoming ad:tech New York 2011 exhibition on 8 to 10 November, to be held in the Jacob K Javits Convention Center in New York City.

ad:tech New York 2011 (<http://www.ad-tech.com/ny/>) is the premier conference for digital media, marketing and technology professionals. ad:tech provides an opportunity for online publishers, brands, agencies, portals, and technology providers like Optimal Payments to share their experience and tools for success in the rapidly changing digital landscape. This year's event will cater to more than 10,000 marketing professionals, businesses and other organizations. Like other ad:tech events throughout the year, New York's conference will feature a number of networking, training and trend-spotting workshops throughout the three days.

As one of the few payment companies exhibiting at ad:tech, Optimal Payments will have a number of payments experts on hand to discuss the particular issues around payments and solutions it can offer to companies who are looking to accept payments.

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

To find out more or arrange an appointment at the show, contact us at 888 294 4578 or sales@optimalpayments.com. Alternatively come and visit us at Booth 1524 on 9 or 10 November, or take a look our website at www.optimalpayments.com/netbanx. You can also book an online meeting request with us directly via this link:

http://www.ad-tech.com/ny/meeting_request_form.aspx?exid=1194&vcompanyname=Optimal+Payments

"It is imperative for merchants in the online marketing and advertising world to be able to accept payments easily and internationally. Optimal Payments has many years' experience of developing tailored payment solutions that increase customer choice and meet the needs of the biggest merchants – while taking away the risk associated with customer data loss and privacy breaches. This show provides a great opportunity for merchants to see our solutions in practice," said Martin Leroux, Executive Vice President of Sales at Optimal Payments.

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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.