

Press release

For immediate release

Optimal Payments' NETELLER chills out with its VIPs at London's ICEBAR

London, Monday, 28 November 2011 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, recently held a unique event for its London-based VIP users of its NETELLER eWallet service at the ICEBAR in London.

The invitation-only event, attended by many of Optimal's top executives and the NETELLER VIP team, gave select VIPs the opportunity to experience the unique sub-zero ICEBAR, and try out their virtual snowboarding skills against Zoe Gillings, Britain's number one Olympic snow sports athlete, who is sponsored by Optimal Payments' NETELLER. A number of cash prizes and other gifts were given away during the evening, including VIP passes to one of the 2011-2012 World Cup snowboard events.

Nathan, a recent winner with NETELLER said "It's been a great evening, everyone's really enjoyed themselves, and NETELLER has again shown why it's the best place to be. They value their members, and their VIP team understands what it takes to provide the best service possible."

Being part of the NETELLER VIP programme brings members many benefits, including free withdrawals from their eWallet, multiple currency accounts, 40% savings on standard FX fees, a lower FX rate on the Net+ card, up to 10 free deposits per month, increased transaction limits, exclusive prizes and promotions and a dedicated account management from the exclusive VIP member team. For more information visit <http://www.neteller.com/vip/>.

"We were pleased to meet so many of our online members face-to-face at this great event. Our eWallet members, and VIPs in particular, are very important to our business, and this event provided an excellent opportunity to show how much we value them and appreciate their feedback about our service. We hope this will be the first of many such events as we head into 2012 with a number of exciting developments for our NETELLER customers," said Danny Chazonoff, Chief Operating Officer at Optimal 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, including the industry leading NETELLER eWallet.

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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.