

Press release

For immediate release
Stand Number: 5154

Optimal Payments looks forward to ICE Totally Gaming 2012

Nominated for top payments award at The Gaming Awards

LONDON, England – Thursday 19th January 2012 - Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is excited to be exhibiting at ICE Totally Gaming 2012 (ICE), the pre-eminent show for the gaming industry, and sponsoring and attending a number of events around the show.

ICE (www.icetotallygaming.com), the world's most complete gaming exhibition, and a leading showcase for gaming technology and new product innovation, is a three day e-gaming expo held at Earl's Court in London. Last year's event attracted over 20,000 attendees from over 120 countries and the 2012 event, which runs from 24th to 26th January, is expected to be even bigger. Optimal Payments will be at stand 5154 entertaining their current and potential customers, and will be showcasing the combination of their leading businesses in stored value and straight through processing.

Optimal Payments is also one of the sponsors of the Fire and ICE Party on Wednesday 25th January, one of the highlights of the "informal" part of the ICE event (www.fireandiceparty.com), held at London's famous Gilgamesh in Camden Town market.

Optimal Payments has also been shortlisted for the "Payment Solutions Provider – Company of the Year" award at the International Gaming Awards (www.gaming-awards.com). The award goes to the company who has excelled in the payments field for either online or offline gaming, focusing on value-add, customer service, innovation, ease of use and speed of processing. These awards will be presented as the highlight of the International Gaming Awards dinner at the Sheraton Park Lane Hotel London on 23rd January 2012.

Martin Leroux, Head of Sales and Marketing at Optimal Payments, said: "We are excited by the many opportunities we see in 2012. With our market leading payments businesses, NETBANX and NETELLER, we are uniquely positioned to be the partner of choice with a wealth of experience in online gaming, risk management and product innovation. ICE brings together the online and offline gaming worlds – and Optimal Payments can help provide solutions that bridge the two."

Throughout the three days of ICE, Optimal's team will be holding one-on-one meetings with key merchants, other industry leaders and commentators to provide updates on Optimal Payment's recent developments and to review the market, upcoming product releases and roadmaps.

Attendees wishing to schedule a meeting can contact Optimal Payments' Neil Erlick at neil@optimalpayments.com - or visit stand 5154 on any of the show days.

###

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

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.