

Press release

For immediate release

Optimal Payments' NETELLER nominated for 4 iGB Affiliate Awards

LONDON, England - Thursday, 19th January 2012 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, has been nominated for a record number of awards at the forthcoming iGB Affiliate Awards, including Best Affiliate Payment System.

Voting for these awards has now ended, and NETELLER is shortlisted for four awards, including Best Non-Traditional Affiliate Programme, Best Newcomer Affiliate programme and Best Non-Traditional Affiliate Manager (Ms Jennifer Ming). NETELLER was also nominated, for the 6th consecutive year, for the Best Payment System for Affiliates.

The iGB Affiliate Awards will be held at The Brewery in the City of London on Thursday 26th January 2012, the night before the London Affiliate Conference and exhibition (LAC) which takes place from 27th to 29th January at Old Billingsgate Market, London. NETELLER will be exhibiting along with its partners on stand #54 and looks forward to seeing friends and colleagues, and meeting new faces.

These awards are voted and judged by the industry so are truly representative of who is the best in the space from affiliates to operators and their partners. The final shortlisted entries will be minutely examined by an expert panel of judges and winners will be announced Thursday 26 January 2012 at the awards ceremony.

“The iGB Affiliate Awards is an important event in the iGaming calendar and we are very pleased to be nominated for these awards, which recognise the contribution NETELLER makes not only from a payments perspective, but as an affiliate programme in its own right,” said Danny Chazonoff, Chief Operating Officer of Optimal Payments. “Affiliates are an important part of our NETELLER business and we continue to invest in providing the best solution for our partners.”

Joining the NETELLER affiliate program makes business sense to both affiliates and merchants alike. Affiliates gain an additional income stream from conversions they are already sending to merchant sites (they earn commissions twice from the same player conversion – for the lifetime of the player). Merchants can also benefit from collaborative affiliate marketing campaigns that will help develop their brand exposure to a consumer base that spans worldwide as well as deliver incremental acquisition revenue. For more information about the affiliate program, please contact: Lee-Ann.Johnstone@optimalpayments.com.

Optimal Payments, a leading provider of online payment solutions since 1996, offers turnkey merchant accounts and payment gateway solutions. Optimal Payments provides credit/debit card processing and alternative payment methods to eCommerce businesses worldwide, including the industry leading NETELLER eWallet.

For more information on the LAC show, visit www.igbaffiliate.com/events/londonaffiliateconference.

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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.