

Press release

For immediate release

## Optimal Payments wins two major industry awards in a week of success

### “Payments Solutions Provider Company of the Year” “Best Payment System for Affiliates”

LONDON, England – Monday 30<sup>th</sup> January 2012 - Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is pleased to announce that it has been awarded with two of the major awards at last week’s International Gaming Awards and the iGB Affiliate Awards ceremonies in London.

Capping a successful week which saw Optimal Payments exhibiting at both the ICE gaming exhibition and the London Affiliate Conference, these awards recognise the excellence that Optimal Payments delivers to its customers in both the gaming payments market and the affiliates industry.

Optimal Payments was crowned the “Payment Solutions Provider – Company of the Year” at the International Gaming Awards ([www.gaming-awards.com](http://www.gaming-awards.com)) on Monday 23<sup>rd</sup> January. 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.

And at the iGB Affiliates Awards, held on Thursday 27<sup>th</sup> January, Optimal Payment’s NETELLER was named “Best Payment System for Affiliates”, recognising the benefits that using the NETELLER Payment Account brings to many affiliates globally.

Joel Leonoff, President & CEO at Optimal Payments, said: "These awards recognise the significant efforts of our team to deliver industry-leading solutions to our customers, whether they are gaming customers or affiliates. We are very pleased to be chosen for both these awards, against strong competition. Our commitment to bring innovative and differentiated solutions remains, and we will be announcing a number of developments on this front in the very near future."

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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<sup>®</sup> processing service to simplify how they accept and settle card, direct-from-bank, and cash payments; and the NETELLER<sup>®</sup> 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](http://www.optimalpayments.com) or subscribe at [www.optimalpayments.com/feeds](http://www.optimalpayments.com/feeds).