

Press release

For immediate release

Optimal Payments announces new NETELLER eWallet programmes

NETELLER launches new VIP and loyalty reward incentives

LONDON, England – Tuesday 7th February 2012 - Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is pleased to announce the launch of an exciting update to its VIP programme and the introduction of a loyalty reward scheme for its NETELLER members.

The NETELLER VIP experience recognises our members who use the eWallet frequently, and now we're introducing new "tiered" levels to take that experience even further, with greater benefits the more you use your eWallet. With four levels, Silver, Gold, Platinum and Diamond, our VIPs will benefit from VIP fraud guarantees and multiple currency accounts, automatic reward points earned on all transactions, and discounts on foreign exchange fees. At the higher levels, members will have access to dedicated VIP managers, VIP chat, flexible transaction limits, deposit discounts, free withdrawals and next day payouts guaranteed (in certain countries). The full details are available on our dedicated VIP website at <http://www.neteller.com/vip-2/>.

Today also sees the launch of the NETELLER Reward Points scheme, a loyalty programme available to ALL NETELLER eWallet members. Once registered, every NETELLER member will earn points for all money transferred into and out of their NETELLER eWallet. These points can be exchanged for a wide range of products from the NETELLER online rewards store, gift cards and NETELLER cash-credits (funds into their NETELLER eWallet). In addition, each member earning Reward Points will be entered into a prize draw to win up to 36 million points (equivalent to US\$30,000) before the end of February 2012. The Reward Points scheme is available in three languages, English German and French.

Mark Jeffrey, Managing Director of NETELLER, said: "We recognise that our VIPs are extremely important and we've improved our VIP programme to make their experience with NETELLER even better. This programme brings many benefits to our frequent, high-volume users, particularly in account servicing and fee reductions. We're also excited about the launch of our new Loyalty Rewards programme which provides benefits to all our members, whatever they use their NETELLER eWallets for."

To open a NETELLER eWallet and take advantage of the new Reward Points programme, visit the NETELLER website at www.neteller.com.

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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/feed.