

Press release

For immediate release

**Optimal Payments to exhibit at ad:tech 2012, San Francisco****Showcasing our payments solutions at the largest gathering of digital marketers**

Montréal, Monday 2<sup>nd</sup> April 2012 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, announces that it will be exhibiting at the forthcoming ad:tech San Francisco 2012 conference and exhibition on 3 and 4 April in San Francisco, California.

ad:tech San Francisco, the largest digital marketing show in the world, runs from April 3 to April 4, 2012. ad:tech's series of conferences attract tens of thousands of marketing professionals looking to learn what's new and hot in the digital marketing space. ad:tech San Francisco spans two days with more than 35 targeted breakout sessions in social, search, mobile, email, video, shopper marketing and more.

ad:tech provides an opportunity for online publishers, brands, agencies, portals, and technology providers like Optimal Payments to share their experience and tools for success in the rapidly changing digital landscape. This year's event, held at the Moscone Center West in San Francisco, will attract thousands of marketing professionals, businesses and other organizations. As one of the few payment companies exhibiting at ad:tech, Optimal Payments will have a number of payments experts on hand to discuss the particular issues around payments and solutions it can offer to companies who are looking to accept payments online in the digital eCommerce market.

Optimal Payments, a leading provider of online payment solutions since 1996, offers turnkey merchant accounts and payment solutions through the NETBANX Level 1 PCI-DSS payment gateway. NETBANX provides credit/debit card processing and alternative payment methods to eCommerce businesses worldwide. Our proprietary gateway is feature-rich, reliable and secure.

To find out more or arrange an appointment at the show, contact us at 866 826 8003 or [sales@optimalpayments.com](mailto:sales@optimalpayments.com). Alternatively come and visit us at Booth 1627 on 3 or 4 April, or take a look our website at [www.optimalpayments.com/netbanx](http://www.optimalpayments.com/netbanx). You can also book an online meeting request with us directly via this link: <http://na.ad-tech.com/sf/exhibitors/optimal-payments/>

"The 2012 ad:tech Conference brings together key decision makers to discuss best practices in online advertising and provide a glimpse into the future of the industry. It is imperative for merchants in the online marketing and advertising world to be able to accept payments easily and quickly.

Optimal Payments has many years' experience of developing tailored payment solutions that increase customer choice and meet the needs of the biggest merchants – while taking away the risk associated with customer data loss and privacy breaches. This show provides a great opportunity for merchants to see our solutions in practice," said Martin Leroux, Executive Vice President of Sales at Optimal Payments.

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**About NETBANX®**

NETBANX, a part of Optimal Payments, is a trusted provider of secure online payment gateway solutions. Since 1996, thousands of e-commerce, MOTO, and multi-channel businesses around the world rely on the NETBANX gateway and services for the payment processing of credit/debit cards, online direct debit and alternative payments as well as the management of online payment fraud. The NETBANX gateway is state-of-the art, geo-redundant and PCI-DSS Level 1 compliant. A robust and flexible platform, it can be configured or customized to meet the card-not-present needs of any businesses from local e-commerce websites to large scale international online businesses.

For more information about NETBANX visit [www.netbanx.com](http://www.netbanx.com).

**About Optimal Payments**

Optimal Payments is a global provider of online payment solutions. Trusted by businesses and consumers in over 180 countries to move and manage billions of dollars each year, merchants use the NETBANX ® processing service to simplify how they accept and settle credit card, direct-from-bank, and cash payments; and the NETELLER ® payment account to increase margins, capture new customers and increase their lifetime value. Being an independent provider has allowed the company to support tens-of-thousands merchants around the globe across a wide range of 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 authorized and regulated as an e-money issuer by the UK's Financial Services Authority (FSA).

For more information on Optimal Payments visit [www.optimalpayments.com](http://www.optimalpayments.com) or subscribe at [www.optimalpayments.com/feed](http://www.optimalpayments.com/feed). Follow us on Twitter at [#optimalpayments](https://twitter.com/optimalpayments).

**About the 2012 ad:tech Conference**

ad:tech is a digital marketing and technology conference and exposition with 9 shows in 7 countries. ad:tech's roster of speakers, sessions and exhibitors make it the favorite resource and destination for digital marketers around the globe. It provides advertising, media, marketing and technology professionals with the tools and techniques needed to succeed in a constantly changing and increasingly digital world. Each show gathers thousands of marketers together to meet face-to-face to do business in a vibrant and exciting marketplace that supports the exchange of ideas, experiences, new practices, emerging models and expert insights. For more please visit <http://na.ad-tech.com/sf>.