

Press release

For immediate release

Optimal Payments wins mobile payments award at mGaming Summit

Showcases mobile ecommerce solutions at Internet World 2012

LONDON, England – Friday 27th April 2012 - Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is delighted to announce that it has been chosen as the winner of the Best Mobile Billing Application Award at the inaugural mGaming Awards on Wednesday 25th April.

The mGaming Awards are tied in to the mGaming Summit (www.mgamingsummit.com), a one day event dedicated to the online mobile gambling market – a growing and profitable sector. This event brings together brands, marketing agencies, rights holders, operators, federations, mobile suppliers, payment & billing services in the mobile gambling market.

“We are very pleased to be recognised for our efforts in bringing mobile solutions to our gaming customers. The ability to take payments across different devices is key to making gaming offerings more accessible to customers. Optimal's solutions enable merchants to do this while ensuring security for the customer and managing fraud for the operator” says Danny Chazonoff, Chief Operating Officer of Optimal Payments.

Earlier this week, Optimal Payments also presented to a packed audience in the eCommerce theatre at Internet World 2012 on the importance of a mobile wallet in multi-channel selling. This included case studies of mobile payment solutions developed for two of its major customers, Shop Direct Group and RSA's MoreTh>n. The full presentation is available on its corporate website at www.optimalpayments.com under Investors, Reports and Presentations.

###

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 Optimal Payments Limited 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.