

Press release

For immediate release

Optimal Payments recognised for payments innovation with major industry award

Winner of “Innovations in Payments Solutions” Award at eGaming Review B2B Awards

LONDON, England – Friday 11th May 2012 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is pleased to announce that it was named as the winner of the "Innovation in Payment Solutions" Award at last night's eGaming Review B2B Awards ceremony in London.

The eGaming Review B2B Awards recognise the leading software and service providers to the eGaming market, and the Awards are one of the most prestigious events in the gaming industry calendar.

This award follows Optimal's recent successes in winning "Best Mobile Billing Application" at the mGaming Awards in April, and the "Best Payment Solution Provider - Company of the Year" - won earlier this year at the International Gaming Awards.

Optimal Payments has a long standing track record in delivering innovative and customised solutions for its customers, bringing together the payments, fraud and risk management and technology solutions required for today's fast-moving markets.

Joel Leonoff, President & CEO at Optimal Payments, said: “These awards recognise the significant efforts of our team to deliver innovative and differentiated solutions to our customers, particularly within the gaming industry. We are very pleased to be chosen for these awards, against strong competition. Our commitment to develop innovative and differentiated products remains and we continue to work with our partners to deliver industry leading solutions.”

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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.