

Press release

For immediate release

Optimal Payments' NETBANX supports The British10k powered by Nike+

NETBANX and British 10K Run Ltd work together to achieve a great result

LONDON, England – Friday, 6th July 2012 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, is proud to announce its support of The British 10k powered by Nike+ and organised by NETBANX customer British 10K Run Ltd.

Optimal's NETBANX has provided payments processing solutions since 2003 for British 10K Run Ltd and its landmark event, The British 10k powered by Nike+, including helping to process payments via JustGiving, the online charitable donation platform.

This year's race on Sunday 8th July marks the 12th annual British 10k, Britain's leading 10k road race. The race typically attracts more than 25,000 runners, following a closed route past some of the capital's most iconic landmarks including Big Ben, the EDF London Eye, St Paul's Cathedral, Trafalgar Square and Westminster Abbey. More information about the race is available at <http://www.thebritish10klondon.co.uk>.

Martin Leroux, Executive Vice President and Head of Sales at Optimal Payments, said:

"We are very pleased to be able to provide British 10K Run Ltd with the payment processing solutions necessary to deliver such a tremendous event as the British 10k. We are proud to work with them and wish all the runners this Sunday the best of luck – in both the race and raising significant amounts for their chosen charities."

Mike O'Reilly, Race Director and Founder of The British 10k London Run and director of British 10K Run Ltd, added:

"British 10K Run Ltd has been with partnered with Optimal Payments since 2003, and we are very pleased with the value they have added to enable us to process payments for the British 10k run each year. The NETBANX team remain very supportive, and we look forward to continuing our partnership for many years to come".

The NETBANX services include a proprietary secure online payment gateway. Thousands of ecommerce, 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 customised to meet the card-not-present needs of any businesses from local ecommerce websites to large scale international online businesses.

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The British 10k London Run

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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 Optimal Payments Limited is authorised and regulated as an e-money issuer by the UK's Financial Services Authority (FSA).

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