

Press release

For immediate release

Optimal Payments to become Issuer of Prepaid Cards

Opens new business opportunities in rapidly growing Prepaid Market

London, Thursday August 30th, 2012 – Optimal Payments (LSE: OPAY) (“Optimal”), a leading online payments provider, announces that it is to become an issuer of prepaid cards including, as of November 1st, 2012, its own Net+ MasterCard® prepaid card.

As the direct issuer of its own award winning MasterCard® prepaid card, Optimal Payments will be able to more quickly grow the Net+ programme and actively pursue additional commercial opportunities.

“We are excited to announce this move”, said Danny Chazonoff, Chief Operating Officer of Optimal Payments. “We believe it further enhances our sound reputation as we continue to extend our solutions to merchants and consumers built around our innovative proprietary technology platform.”

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For further information contact:

Optimal Payments Plc

Andrew Gilchrist EVP Corporate Affairs

+ 44 (0) 1624 698 713

Email: investorrelations@optimalpayments.com

Canaccord Genuity Limited (*Nominated Adviser to Optimal Payments*)

+ 44 (0) 20 7523 8000

Simon Bridges / Cameron Duncan

Citigate Dewe Rogerson (*PR adviser to Optimal Payments*)

+ 44 (0) 20 7638 9571

Angharad Couch / Priscilla Garcia

About NETELLER®

For over a decade, the NETELLER Service has provided businesses and individuals with a fast, simple and secure way to move money online. As one of the world's largest independent money transfer businesses, we process billions of dollars' worth of transactions each year. Trusted by merchants and consumers alike, our financial services span more than 180 countries across a broad spectrum of industries and businesses. The NETELLER service is operated by Optimal Payments Limited™.

Founded in 1999, Optimal Payments Limited provides businesses and individuals with an online alternative to traditional payment methods. We help customers get their money where it needs to go securely and privately, and give businesses an option for accepting payments and making payouts in markets where traditional methods may not work. Millions of customers around the world have used their NETELLER Account to pay and get paid on thousands of sites and to send money to individuals around the world. And with Net+ Prepaid MasterCard® linked directly to the funds in their eWallet, they also enjoy instant access to their cash at millions of MasterCard® point-of-sale, ATM and online locations. For more information about NETELLER visit www.neteller.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 Optimal Payments 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 or subscribe at www.optimalpayments.com/feed. You can also follow us on twitter @optimalpayments.