

Press release

For immediate release

Optimal Payments to provide Caesars Interactive Entertainment with payments and related services for its entry into US regulated online poker market

London, Monday 29 October 2012 – Optimal Payments (LSE: OPAY), a leading global online payment provider, has signed an agreement with Caesars Interactive Entertainment, Inc. ("CIE"), a subsidiary of Caesars Entertainment Corporation, to provide payments and related services as part of CIE's entry to the U.S. regulated online poker market.

Under the agreement, subject to any necessary regulatory approvals, Optimal will supply CIE with gateway services related to payment processing, fraud management and related services.

"This is a ground breaking deal for Optimal Payments and demonstrates our ability to provide real value to globally renowned, land-based gaming operators and their leading brands, as the first step in our strategy to capitalise on the regulated U.S. market" said Joel Leonoff, President & CEO of Optimal Payments.

#

For further information contact:

Optimal Payments

UK

Andrew Gilchrist, EVP Corporate Affairs
investorrelations@optimalpayments.com

+ 44 (0) 1624 698 713

North America

Neil Erlick, Senior Vice President, Business Development
neil@optimalpayments.com

+ 1 514 380 2746

Martin Leroux, Executive Vice President of Sales and Marketing
martin.leroux@optimalpayments.com

+ 1 514 380 2717

Citigate Dewe Rogerson

Angharad Couch / Priscilla Garcia

+ 44 (0) 207 638 9571

Canaccord Genuity

Simon Bridges / Cameron Duncan

+ 44 (0) 207 523 8000

About Optimal Payments

Optimal Payments is a global provider of online payment solutions. Trusted by businesses and consumers in over 190 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 of 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 authorised and regulated as an e-money issuer by the UK's Financial Services Authority (FRN 900015).

For more information on Optimal Payments visit www.optimalpayments.com or subscribe at www.optimalpayments.com/feed or follow us on Twitter @optimalpayments.