

Optimal Payments and Oink Partner to Give Teens and Families a Secure Way to Pay Online

NETBANX ecommerce merchants can now offer Oink as an alternative method of payment

LONDON, MONTREAL and NEW YORK (July 10, 2014) -- [Optimal Payments](#) Plc (LSE AIM: OPAY), a leading global online payment solutions provider, and [Oink](#) (OTCQB: VPIG), the award-winning payment technology for families and teens, have partnered to offer merchants using the NETBANX® payment gateway an additional payment method for teens and their families to pay and manage their money online, securely and easily.

Oink is the only payment technology that helps kids and teens manage their money online and on mobile devices, under parental guidance and control. It allows ecommerce merchants to reach consumers under 21, in a secure, legal and effective manner while remaining compliant with FTC and COPPA regulations.

“Partnering with Oink and integrating its services into our NETBANX payment gateway is an exciting addition to the diverse set of alternative payment services we offer our clients,” said Danny Chazonoff, chief operating officer, Optimal Payments. “We are pleased to offer merchants across the globe, the ability to safely access new customer channels and increase revenue opportunities within the under 21 market, while also helping Oink to expand its reach internationally.”

“With over two decades of ecommerce experience, cutting-edge technology, acquirer relationships with Visa and MasterCard in Europe, and global technology partners Optimal Payments is truly a leading online payment solutions provider,” said Dr. Jo Webber, CEO & founder, Oink. “We are excited to be partnering with the online payments expert in order to offer our award-winning payment technology for families and teens to merchants around the world.”

About Virtual Piggy Inc.

Virtual Piggy is the provider of Oink, the first e-commerce solution that enables kids and teens to manage and spend money within parental controls. It enables parents to teach financial management through the use of a secure family wallet. The technology company delivers online security platforms designed for the Under 21 age group in the global online market, and also enables online businesses the ability to function in a manner consistent with the Children’s Online Privacy Protection Act (“COPPA”) and similar international children’s privacy laws. The company is based in Hermosa Beach, CA and on the Web at: www.virtualpiggy.com. For information about Oink visit www.oink.com.

About Optimal Payments Plc

Optimal Payments is a global provider of online payment solutions, trusted by businesses and consumers in over 200 countries and territories to move and manage billions of dollars each year. Merchants use the NETBANX® platform and services to simplify how they accept credit and debit card, direct-from-bank, and alternative and local payments; and the NETELLER® service to increase revenues and capture new customers. Consumers use the multilingual and multicurrency NETELLER and Net+® Card stored-value offering to make secure and convenient payments. Optimal Payments Plc is quoted on the London Stock Exchange’s AIM, 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 Conduct Authority (FRN: 900015).

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