

OPTIMAL PAYMENTS NAMES ZENERGY COMMUNICATIONS TO IMPLEMENT INTEGRATED PUBLIC RELATIONS CAMPAIGN IN NORTH AMERICA AND EUROPE

Zenergy Associates Feintuch Communications and Tavistock to Spearhead U.S. and U.K. Initiatives Respectively

LONDON, MONTREAL, TORONTO and NEW YORK (September 9, 2014) — [Optimal Payments](#) (LSE AIM: OPAY), a leading global online payments provider, has appointed Zenergy Communications to implement an integrated corporate communications and brand awareness campaign in North America and Europe. In conjunction with this assignment, Zenergy has retained Feintuch Communications to provide specialized expertise in the United States and Tavistock Communications to lead communications in the United Kingdom.

Optimal Payments is headquartered on the Isle of Man with key corporate and operating locations in the United Kingdom, Canada and the United States. The company serves businesses and consumers in more than 200 countries and manages billions of dollars in transactions each year. Its NETBANX® payment gateway simplifies how online merchants accept and settle credit card, direct-from-bank and cash payments. The NETELLER® service and Net+® card stored-value offering help merchants increase margins, capture new customers and increase customer lifetime value while making it more convenient for consumers to pay for goods and services online.

“North America represents a significant growth opportunity for Optimal Payments in 2014 and beyond, and as the home of Optimal Payments, the United Kingdom is a key market for our company,” said Joel Leonoff, president and chief executive officer, Optimal Payments. “Zenergy Communications offers us best in class public relations expertise, broad-reaching network affiliations and strategic thinking. They sourced the assistance of Feintuch Communications and Tavistock Communications to collaborate on this assignment and together these three synergistic firms provide a team that understands the nuances of our technology solutions and business goals. This team is well-equipped to tell our story to our clients, prospects, the media and all target stakeholders from both a North American and European perspective.”

Zenergy Communications, with offices in Toronto, Montreal and New York, is a full-service integrated marketing and communications company. “Optimal Payments, with its full suite of mobile and online payment technologies, is poised to make its mark in North America,” said Linda Farha, president, Zenergy Communications. “We will establish Optimal Payments as ‘the optimal’ industry solution and communicate the strengths of its services to businesses and consumers at a time when the online and mobile payment market is growing faster – and more competitive – than ever.”

By collaborating with Feintuch Communications, based in New York City, and Tavistock Communications in London, Zenergy has secured a leading firm specializing in business-to-business technology to assist on this important assignment.

“There’s a tremendous amount of innovation in the payment market today, from mobile checkout systems to NFC-equipped mobile devices and virtual currencies,” said Henry Feintuch, president, Feintuch Communications. “We will work closely to educate the market about Optimal Payments’ broad array of systems designed to enable frictionless commerce.”

“Together with Zenergy and Feintuch, we aim to drive Optimal Payments’ growth in the United Kingdom through strategic communication initiatives designed to highlight the Company’s innovative payment solutions,” said Simon Hudson, director, Tavistock Communications. “Our partnership offers the opportunity to simultaneously promote Optimal Payments as the ideal payment solution provider on a global scale.”

About Zenergy Communications

Zenergy Communications (www.zenergycom.com) is a devoted full service, bilingual marketing and communications firm that ensures success through implementing effective integrated initiatives. Zenergy has offices in Montreal, Toronto, and New York as well as strategic alliances across Canada and the U.S. With a strong presence in the Canadian market, Zenergy is the driving force behind successful communication campaigns throughout Anglophone and Francophone communities. For more information, please visit zenergycom.com.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning, strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

About Tavistock Communications

Tavistock is a leading corporate and financial communications consultancy. An independent firm, it has provided clients with an advice led communications service for more than 20 years. Tavistock's consultants are drawn from diverse professional backgrounds including fund management, corporate finance, equity research and the media. Based in London, the consultancy also has a specialist affiliate network of partners covering the key global exchanges for growth companies. Tavistock advises more than 100 private and public companies and in 2013 was ranked #1 in the UK for M&A by MergerMarket having worked on \$167bn of completed transactions.

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).

For more information on Optimal Payments visit www.optimalpayments.com or subscribe at <http://www.optimalpayments.com/media/email-alerts>.