

Press release

For immediate release

## Optimal Payments' NETBANX signs up 300<sup>th</sup> merchant for MINDBODY

### NETBANX congratulates Ebbsfleet Community Sports Centre

LONDON, England – Wednesday, 20<sup>th</sup> June 2012 – Optimal Payments Plc (LSE: OPAY), a leading provider of online payments, today announces the sign up of the 300<sup>th</sup> merchant for MINDBODY, a rapidly growing international provider of online business management software to the health and fitness industries.

Optimal's NETBANX has provided integrated payments processing for many of MINDBODY's customers since 2007, helping them grow their business, particularly in the UK and Europe, and more recently in Canada. NETBANX developed a bespoke "one stop" solution offering MINDBODY streamlined on-boarding of its customers, full product suite and integration with MINDBODY's software platform – in multiple countries, with multiple acquiring solutions.

In recognition of this significant milestone, Optimal Payments is pleased to present Michael Stimson of Ebbsfleet Community Sports Centre, the 300<sup>th</sup> merchant, with a gift voucher for an experience of his choice provided by Extreme Element ([www.exelement.co.uk/](http://www.exelement.co.uk/)), another NETBANX customer. The same gift has also been awarded to both Mark Harrop and Nicola Addison at HB Associates ([www.hb-a.com](http://www.hb-a.com)) for their ongoing support to MINDBODY clients in [design and training for the Health & Fitness and Spa sectors](#). These awards will be presented later today at the MINDBODY University event being held in London this week from 19 June until 21 June, where MINDBODY merchants can learn how to leverage the MINDBODY software tools to generate revenue for their organisations.

MINDBODY is a leading provider of online business management software to the health, wellness and beauty industries (<http://www.mindbodyonline.com/>). MINDBODY is growing rapidly and is the recognised industry leader for yoga and pilates, and is quickly gaining similar recognition in more than a dozen different personal service markets.

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

"We are very pleased to recognise this achievement in reaching the 300<sup>th</sup> merchant to be signed up through Optimal Payments' relationship with MINDBODY. Since implementing our payments solution with MINDBODY in 2007, we have seen a increasing flow of quality merchants using the MINDBODY software and processing their payments using Optimal's NETBANX solution. We look forward to continuing to serve MINDBODY and its customers as our relationship flourishes."

#### **Alicia Howard, International Merchants Account Specialist at MINDBODY, added:**

"MINDBODY has been partnered with Optimal Payments since 2007. We are very pleased with the value they have added to our organisation in the area of providing integrated merchant services to our clients. The Optimal Payments sales team has proven very efficient and helpful in processing the high volume of client referrals from MINDBODY. Their solution provides integrated payment processing to MINDBODY clients located in Europe and Canada processing more than \$20 million per annum. Optimal Payments' commitment to our goals and their responsiveness to our needs over the past five years has been excellent. We are very pleased with our relationship with Optimal Payments and 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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**For further information contact:**

**Optimal Payments Plc**

Andrew Gilchrist, EVP Corporate Affairs

Email: [investorrelations@optimalpayments.com](mailto:investorrelations@optimalpayments.com)

Twitter: follow us [@optimalpayments](https://twitter.com/optimalpayments)

Tel: + 44 (0) 1624 698 713

**MINDBODY**

Jennifer Saxon, Communications Manager

[jennifer.saxon@mindbodyonline.com](mailto:jennifer.saxon@mindbodyonline.com)

Tel: +1 805-419-2839

**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).

For more information about Optimal Payments visit [www.optimalpayments.com](http://www.optimalpayments.com) or subscribe at [www.optimalpayments.com/feed](http://www.optimalpayments.com/feed) or follow us on twitter [@optimalpayments](https://twitter.com/optimalpayments).

**About MINDBODY**

Founded in 2001, MINDBODY is the largest online software provider in the health and wellness industry, offering web-based business management software to over 18,000 clients worldwide, including fitness, yoga, Pilates, dance, and martial arts businesses. MINDBODY clients use the software to operate all aspects of their business, from scheduling and staff management to automated marketing and eCommerce. MINDBODY's clients process over 13 million class and appointment bookings per month in the company's software. Over 3.6 million of those sessions are booked online directly by consumers via websites, mobile devices and Facebook pages. [www.mindbodyonline.com](http://www.mindbodyonline.com)