LONDON, UK, Nov. 12, 2013 /PRNewswire/ - Optimal Payments Plc (LSE AIM: OPAY) ("Optimal Payments"), a leading global online payments provider, announces its partnership with Channel 1 Media Solutions Inc.(Channel 1 Media) to provide integrated e-commerce services to North American major league sports teams; and their first joint client is live.

Channel 1 Media provides digital services that extend fan engagement for professional sports franchises across North America. Through the Channel 1 Media/Optimal Payments partnership, sports teams are now able to embed frictionless payments across their web and mobile platforms. The integrated services include credit/debit card processing as well as team branded loyalty cards and digital wallets for both online and in-stadium purchases.

"As we continue to provide innovative services to many franchises and venues throughout the United States and Canada, our clients are eager to strengthen fan relationships by combining digital media with seamless payment options offered by Optimal Payments," said Evan Karasick, President of Channel 1 Media.

Optimal Payments already provides online services for membership, content and ticket subscriptions to a large number of major European sports clubs and this partnership with Channel 1 Media now provides the company with access to the North American professional sports market. The first team to take advantage of the new combined services is Major League Soccer's San Jose Earthquakes - who deployed Optimal Payments' NETBANX services for their online ticket renewals this season.

"Using the Channel 1 and Optimal Payments' system, our clients have easily been able to renew their season tickets online. Serving the needs of our fans is our top priority and this system has exceeded our expectations, taking our service to a whole new level," said Earthquakes president Dave Kaval.

"With our Omni-channel payment services and Channel 1 Media's interactive platform, sports teams can better engage with their fans though mobile apps, websites and at sports venues - turning fan excitement into revenue generating opportunities," said Martin Leroux, Chief Business Development Officer at Optimal Payments.

About Channel 1 Media Solutions

Channel 1 Media Solutions is an interactive multimedia agency specializing in the creation and development of digital marketing tools for professional sports teams, entertainment properties, and venues. Since 1998, the company has delivered cutting-edge products to over 130 clients within the NHL, NBA, NFL, MLB, and MLS. As the industry leader, their award-winning tools are recognized not only for their dynamic energetic quality, but also for bringing the game experience directly to the fans.

For more information visit: www.channel1media.com .

About Optimal Payments' NETBANX®

Since 1996 tens-of-thousands of businesses have relied on the NETBANX service to allow them to accept credit/debit cards, bank debits and alternative payments from around the corner or around the world. Delivered from the cloud, the white-label service processes over $8 billion a year and includes merchant accounts, a secure payment gateway, multi-channel acceptance, configurable fraud rules, and customer account management. Transaction certainly is maintained at all times by comprehensive risk services, geo-redundant data-centres and PCI-DSS Level 1 certification.

For more information visit www.netbanx.com or follow on Twitter @NETBANXServices .

About Optimal Payments PLC

Optimal Payments is a global provider of online payment solutions. Trusted by businesses and consumers in over 200 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 service 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 Conduct Authority (FRN: 900015).

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