



# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

## **OPTIMAL GROUP RESCHEDULES RELEASE OF SECOND QUARTER 2008 RESULTS TO WEDNESDAY, AUGUST 6, 2008 BEFORE MARKET OPEN**

**Montreal, Quebec, August 5, 2008** – Due to pending news, Optimal Group Inc. (NASDAQ: OPMR) has rescheduled the release of its second quarter results to Wednesday, August 6, 2008, before the market open.

Optimal will hold a rescheduled conference call on Wednesday, August 6, 2008 at 9:00am (EDT). It is the intent of Optimal's conference call to have the question and answer session limited to institutional analysts and investors. The call can be heard beginning at 9:00am (EDT) as an audio webcast via Optimal's website at [www.optimalgrp.com](http://www.optimalgrp.com). As well, Optimal invites retail brokers and individual investors to hear the conference call replay by dialing (514) 861-2272 or 1 (800) 408-3053 access code #3266491. The replay may be heard beginning at 10:30am (EDT) on August 6, 2008 and will be available for five business days thereafter.

### **About Optimal Group**

Optimal Group Inc. has operated and, through various subsidiaries, has actively managed a variety of businesses.

Optimal Group Inc. currently operates:

The WowWee group of companies, with operations in Hong Kong, La Jolla, California and Montreal, Quebec. WowWee Group Limited, based in Hong Kong, is a leading designer, developer, marketer and distributor of technology-based consumer robotic, toy and entertainment products.

The Optimal Payments group of companies, with operations primarily in North America and the United Kingdom. Optimal Payments provides secure electronic payment and risk management solutions to small and medium-sized businesses that sell and deliver goods and services over the Internet, wireless, or generally in a card-not-present environment.

For information about Optimal, please visit the Company's website at [www.optimalgrp.com](http://www.optimalgrp.com).

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