



**For Immediate Release**

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**Miva Celebrates the Holidays with 12 Days of Giveaways**  
*12 Daily Prizes From Miva Merchants, Exclusively For Instagram Followers*

**San Diego, CA** – Miva, Inc., enterprise ecommerce platform, announces its holiday social media contest, 12 Days of Giveaways, to celebrate clients and give back to their extended online community. Beginning Thursday, December 7<sup>th</sup>, one prize from a group of hand-picked Miva ecommerce sites, will be posted to Miva’s Instagram account. Instagram followers will have the chance to win one of the 12 unique prizes by simply following Miva on Instagram and “liking” the post they are hoping to win. Each winner will be selected at random and announced the following day on Instagram.

Danial Dashtizad, Miva Marketing Director, says, “We are excited to recognize our clients and showcase their products. Several of our favorite merchants have generously provided us with valuable gifts for us to give away.” Dashtizad continues, “The holidays are a great opportunity for us to thank our community for another successful year of ecommerce.”

The 12 Days of Giveaways contest is free and easy to enter. Follow these simple instructions for your chance to win one of our 12 prizes.

1. Visit Miva’s Instagram account (@mivamerchant) and click “Follow.” (If you already follow us, skip to #2)
2. Like the post by simply clicking the heart icon or double tapping on each Instagram post featuring a prize that you’d like to win. You’re entered!
3. Double your chances to win by sharing the post to your Instagram Story with a @mivamerchant tag, and your name will automatically receive a second entry; increasing your chances of winning that prize.

Visit the 12 Days of Giveaways blog for more details and official rules.

**About Miva, Inc**

Since 1997, Miva has delivered expertly-designed solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise ecommerce solution from a single source; Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit <http://www.miva.com> for more information.