



For Immediate Release

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Miva Ecommerce Software Version 9.08 is Now Available

New conversion boosting features offer more payment flexibility, advanced security

San Diego, CA – Enterprise Ecommerce platform, Miva, Inc., announces the release of Miva version 9.08. This software update includes several powerful new features such as a native integration with Square payment processor, combination facets, universal product display filtering, advanced fraud protection via Braintree, automated subscription reminder emails, and the ability to import multi-value custom fields.

Brennan Heyde, VP of Developer Relations, says, "Each feature included with the 9.08 software release has been carefully engineered and designed to help Miva storeowners retain their current customer base, while simultaneously attracting new business." Heyde continues, "Native search features like combination facets enable users to find products faster by selecting multiple filters to narrow down the search."

In addition to the release of 9.08, Miva also introduced the most polished ReadyTheme website template to date, Shadows – a feature-rich website template that boasts nearly a dozen new updates. Shadows is now available for free download at apps.miva.com.

Danial Dashtizad, Miva Creative Director, "Every component of the Shadows ReadyTheme has been artfully crafted for users shopping via desktop and mobile. Shadows provides a great user experience from the sleek storefront design, to the robust product pages, and all the way through to the checkout process."

Visit miva.com/whats-new-version-9-08 to learn more about what's included in this brand new version of Miva software. Contact Miva's Technical Assistance Center at support@miva.com or 800.608.MIVA for assistance 24 hours a day, 7 days a week, for help with downloading the latest version of Miva.

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.