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16745 West Bernardo Drive
Suite 400
San Diego, CA 92127

Contact

Miva, Inc.
Magdalena Buchwald
communications@miva.com

Miva, Inc. Collaborates with UPS to Help Online Sellers Go Global

New App Helps Merchants Reach and Sell to International Shoppers

San Diego, CA – October 15, 2019 – Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants for 21 years, and UPS (NYSE:UPS), the world’s largest transportation company, today announced the release of a new international cart app for the Miva eCommerce platform.

This new app helps Miva merchants reach new customers and compete in international markets. The app plugs into Miva stores to seamlessly integrate shipping and payment options for international customers into the existing Miva checkout process. Merchants will be able to quickly and easily adapt their eCommerce sites for international sales with:

- Currency conversion
- International payment providers
- Delivery with duties paid options
- Fraud protection

"When it comes to international eCommerce," says Kenneth Mayer of UPS, "We know where the friction comes from. We know what turns shoppers away and we know what scares retailers. Where we can, we've worked to address these things. Together with

Miva we're making it easier than ever for international shoppers to buy from domestic retailers. We're excited about this new Miva app because it allows growing mid-level and enterprise businesses to compete, build their brand, and compete globally."

"Miva empowers merchants to seize every opportunity to grow their business," says Brennan Heyde, VP of Product at Miva. "By removing the most common barriers to international sales, this app empowers sellers to reach entirely new markets and sell to customers everywhere."

The app is now available for UPS customers in the [Miva App Store](#).

About Miva, Inc

Since 1997, Miva has delivered expertly-designed eCommerce 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 miva.com for more information.

About UPS

UPS (NYSE:UPS) is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide. UPS was awarded America's Best Customer Service company for Shipping and Delivery services by Newsweek magazine; Forbes Most Valuable Brand in Transportation; and top rankings on the JUST 100 list for social responsibility, the Dow Jones Sustainability World Index, and the Harris Poll Reputation Quotient, among other prestigious rankings and awards. The company can be found on the web at ups.com or pressroom.ups.com and its corporate blog can be found at longitudes.ups.com. The



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company's sustainability eNewsletter, UPS Horizons, can be found at ups.com/sustainabilitynewsletter. To get UPS news direct, follow @UPS_News on Twitter.