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**Miva, Inc. Featured in New B2B Ecommerce Solution Report From Paradigm B2B
*Ecommerce Platform Assessed and Scored in New Research***

San Diego, CA – July 9, 2020 – Miva, Inc., ecommerce software and service provider for mid-size and enterprise merchants, today announced that they had been featured as a leading B2B ecommerce solution in six categories in the 2020 Paradigm B2B Combine (Midmarket Edition).

The 2020 Paradigm B2B Combine report scores the capabilities of B2B ecommerce solutions against objective criteria, helping buyers make informed decisions. This year's report is the second iteration of the Paradigm B2B Combine and features assessments of several leading B2B ecommerce solutions.

“In today's complex and mutable commerce landscape, B2B companies need the ability to create a unique and engaging buyer experience,” said Andy Hoar, CEO of Paradigm B2B. “Miva stands out as a solution that is particularly well-suited for midmarket B2B companies looking for a platform that is reliable, highly customizable, and offers strong sales quoting features.”

In this year's report, the Miva ecommerce platform was awarded medals in 6 categories, including:

- Gold, Ability to Execute

- Gold, Customer Service & Support
- Gold, Total Cost of Ownership (TCO)
- Bronze, Vision & Strategy
- Bronze, Transaction Management
- Bronze, Promotions Management

“Paradigm B2B is an outstanding source of experience, insights, and advice for B2B companies,” said Rick Wilson, CEO of Miva. “This report’s analysis of the Miva platform reflects our focus on helping B2B companies adapt to a digital-first world, drive sales, reduce operating costs, and increase their revenue with ecommerce.”

Visit miva.com/paradigm-b2b-2020 to download a free copy of the 2020 Paradigm B2B Combine.

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 Paradigm B2B

Digital innovation produces an ever-changing, unpredictable, and challenging environment that can make or break a B2B company. To be successful today, B2B



companies must transform archaic business practices and business models and fundamentally rethink how they interact with customers.

Paradigm B2B's purpose is to help guide B2B companies through today's complex, digital-first environment. B2B companies need world-class strategies and roadmaps, as well as clearly differentiated customer experiences, in order to thrive in an increasingly disrupted commerce landscape. Paradigm B2B focuses on offering high-quality advice that's well-informed and immediately actionable. Paradigm B2B is based in Chicago, Illinois. Learn more at <http://www.paradigmb2b.com>.