

**BlueSnap's Smarter Payment Gateway Selected As A 2015 MITX Awards Finalist**  
***Smarter Payment Gateway Recognized for Outstanding Achievement***

BOSTON -- **BlueSnap** today announced its **Smarter Payment Gateway** has been selected as a finalist in the Best Tech Innovation in Shopping / Commerce category for the 19th Annual MITX Awards. Held annually by the [Massachusetts Innovation & Technology Exchange](#), the awards recognize excellence in concepts and creations in marketing and technology produced or developed in New England.

Since 1996 the MITX Awards have grown to become the largest and most prestigious awards competition in the country showcasing the best creative marketing and technological accomplishments emerging from New England. This year over 120 senior leaders from Boston businesses judged entries for the 32 MITX award categories.

"Innovation is thriving in Boston and all around New England, companies are creating products and services that have a positive impact for us personally and professionally," said MITX President Amy Quigley. "Our 2015 finalists are powering innovative ideas and contributions in marketing, technology and design. We are thrilled to honor their amazing achievements."

BlueSnap is a smarter global payment gateway that allows online merchants to sell in 180 countries with support for 29 languages, 60 currencies and 110 payment types. The platform offers smart technologies that increase conversion rates and localize shopping for customers.

"We are excited to be nominated for our Smarter Payment Gateway," said Ralph Dangelmaier, CEO of BlueSnap. "With the explosive growth in eCommerce and mCommerce we are committed to helping merchants sell globally in a snap."

**BlueSnap** will be recognized with the other finalists in the category of **Best Tech Innovation in Shopping/Commerce** at the 19<sup>th</sup> Annual MITX Awards Ceremony traditionally attended by over 1,000 of the region's top marketing, technology and design professionals. Winners will be announced at the ceremony on May 14th at the Marriott Copley Place. This year's ceremony will include host, Boston legend and comedic superstar Lenny Clarke, technology demos from finalists, select final round judging, networking, and of course, the presentation of the prestigious MITX Awards. Tickets can be purchased at [www.mitxawards.org](http://www.mitxawards.org).

**About BlueSnap**

BlueSnap is a smarter global payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses serving global markets. BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at [www.bluesnap.com](http://www.bluesnap.com).

**About MITX**

Established in 1996, MITX -- the Massachusetts Innovation & Technology Exchange -- is the leading industry organization bringing together the marketing, technology and design community to engage to ignite innovation in the business community. Connecting more than 7,500 professionals in New England, MITX is a dynamic community of thought leaders and collaborators in search of insight, education and opportunity. Creator of FutureM, MITX is headquartered in Boston, MA. For more information, visit <http://www.mitx.org/>.

###