

BlueSnap Hires Top Talent to Continue Growth Spree

Global payments technology company ramps up hiring to support its commitment to offering frictionless checkout with maximized payment conversions

WALTHAM, MA – December 8, 2015 – BlueSnap, a global payments technology company, announced today the hiring of three top executives to support the company's commitment to delivering a frictionless checkout experience with maximized payment conversions for online merchants. With over 70 years of combined payments and technology experience, BlueSnap welcomes Scott Fitzgerald, Bob Botelle and Scott Conti. All will be based at the company's headquarters in Waltham, Massachusetts.

All three executives have extensive experience in the payments space. Scott Fitzgerald, a payments expert with nearly 20 years of experience, has been named Senior Vice President of Marketing. Previously an executive at ACI Worldwide, Fitzgerald will head marketing, lead generation, public relations and market research.

With over 30 years of customer support and operations experience in eCommerce and Payments, Bob Botelle, SVP of Customer Success, will ensure the successful onboarding of new merchants and customer satisfaction. Botelle was previously SVP of Client Relations at Litle & Co/Vantiv, a pioneering payment processor.

Scott Conti brings more than 20 years of payments and technology knowledge to BlueSnap to lead their sales efforts and help eCommerce merchants capture more sales with BlueSnap's newly launched Powered Buy Platform. Conti spent 8 years at Litle & Co/Vantiv and was SVP of Direct Sales and relationship management at Merchant e-Solutions.

"Scott, Robert & Scott have the perfect blend of payments expertise and proven leadership," said Ralph Dangelmaier, CEO of BlueSnap. "They understand BlueSnap's mission to break down the borders of eCommerce and help merchants sell more effectively. We know that they can amplify our message and accelerate BlueSnap's growth."

Fitzgerald, Botelle and Conti join BlueSnap during a period of rapid expansion, fueled by the company's \$50 million growth equity round last year. In addition to hiring new executives, BlueSnap recently announced the launch of the Powered Buy Platform, which makes online checkout frictionless for consumers and integration to the platform simple for eCommerce merchants. BlueSnap is shining a light on the "payments conversion problem" and checkout friction that can cost a merchant up to 40 percent of their sales.

BlueSnap's Powered Buy Platform helps merchants deliver a frictionless checkout with maximized payment conversions. The Platform's flexible integration empowers merchants to deploy the best checkout experience to engage their customers – from API to turnkey embedded checkout. With a single integration merchants are connected to multiple local banks around the world along with failover to maximize payment authorizations. The platform also offers value-added features such as dynamic eCommerce tools, including offers and coupons, subscription billing, fraud prevention and chargeback management.

"BlueSnap is way ahead of the curve in payments technology and frictionless checkout for eCommerce merchants," said Bob Botelle. "Joining this talented team is an opportunity to

solve global challenges in eCommerce and help merchants overcome the limitations of dated payment solutions. I am thrilled to help bring BlueSnap's Powered Buy Platform to more businesses."

About BlueSnap

BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions by as much as 40 percent for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at home.bluesnap.com

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