

BlueSnap Powers Global Checkout Page for PreSonus

Longtime BlueSnap client upgrades online shopping experience with latest hosted checkout pages and APIs

WALTHAM, MA – September 16, 2014 – Global payment gateway BlueSnap announced today that PreSonus, a leading designer and manufacturer of audio-recording and live-sound technology, has launched a new online store using BlueSnap’s latest hosted checkout pages and APIs. The new checkout page will allow PreSonus to sell in 29 languages, 60 currencies and 180 countries with 110 payment options.

PreSonus was founded in 1995 to provide musicians with studio-quality recording equipment at a reasonable price. With a team composed of respected musicians and sound engineers, PreSonus has developed some of the world’s most innovative and reliable audio technology from its headquarters in Baton Rouge, Louisiana.

Global demand for the company’s products motivated PreSonus to expand its partnership with BlueSnap. Today, PreSonus upgraded its BlueSnap checkout pages to achieve higher sales conversions, expand global reach and consolidate multiple online stores that were gained through recent acquisitions.

“PreSonus is always trying to improve the experience we give our customers, be it with hardware products, software, or our online assets. BlueSnap’s latest technology is allowing us to do that with a great set of solutions that we are excited to use,” said Jim Boitnott EVP, Product Services at PreSonus.

PreSonus created a new and improved online store using BlueSnap’s BuyNow hosted checkout templates. The new pages detect shoppers’ locations and automatically provide local language, currency and payment options on any web device. In addition, the checkout pages will help PreSonus protect payment card information while minimizing the costs and headaches of maintaining PCI compliance.

“We take pride in helping clients like PreSonus revamp their global checkout experience with our latest technology,” said Ralph Dangelmaier, CEO of BlueSnap. “We are constantly seeking more ways to extend the global reach of our merchants and help them increase conversions. It’s especially rewarding to share these improvements with a longstanding client.”

About PreSonus

Founded in 1995, PreSonus® Audio Electronics, Inc., is a leading designer and manufacturer of audio-recording and live-sound software, hardware, and related accessories. PreSonus’s software, microphone preamps, signal processors, digital audio interfaces, digital mixers, control surfaces, studio monitors, loudspeakers, and other products are used worldwide for recording, sound reinforcement, broadcast, sound design, and Internet audio.

About BlueSnap

BlueSnap is a smarter international payment gateway powering the checkout process for eCommerce merchants worldwide, and fueling growth for online businesses serving digital, physical and mobile markets. BlueSnap has reinvented and optimized the checkout experience by combining intelligent payment routing, frictionless one-click checkout, cross-border payments, award-winning Smart Subscriptions, multiple integration options and dynamic ecommerce tools. With over 10 years experience serving merchants around the globe and supporting shoppers in 180 countries with localization in 29 languages, 60 currencies and 110 payment types, BlueSnap is fulfilling its promise to convert more shoppers to buyers worldwide. Learn more at www.bluesnap.com.

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