

**The Mountie Shop has been nominated for Best New Feature at  
The Blades Ecommerce Awards and Annual Miva Merchant Conference**



TheMountieShop.ca has been named as one of five finalists in the running for The Blades title of Best New Feature, for its multi-language feature. The ability to cater to both French and English-speaking shoppers in a single site, with just one click of the mouse, is something that many companies could benefit from. Not only does this allow The Mountie Shop to appeal to a much larger customer base, it is also an economically efficient way to maintain their store.

“Miva Merchant has flawlessly delivered on a fully bilingual website that moves impeccably between languages. Pages and categories are easy to navigate through and the overall look and feel of the new site is one that we are highly impressed with. We know our customers will appreciate the changes that have been made and embrace the transformed look that we have worked so hard to achieve”

–Pete McCormack, General Manager for The Mountie Shop

The inaugural Blades Ecommerce Awards will be held in conjunction with MivaCon 2013, Miva Merchant’s 13th annual conference. This year’s conference and awards dinner will take place in San Diego, CA on March 6 – 8 at The Hyatt Regency, La Jolla.

The Mountie Shop will be recognized at The Blades Awards, along with other Miva Merchant stores that have achieved excellence in ecommerce. The categories for nominations include Best Use of Social Media, Best New Feature, Best Design, Most Unique Marketing Promotion, and Best New Website of 2012.

“We have been astounded with the quality and quantity of entries to The Blades, Ecommerce awards. All of this year’s nominations have demonstrated something outstanding and extraordinary with their Miva Merchant stores,” said Rick Wilson, President and COO of Miva Merchant. “We want to celebrate the great achievements that have already taken place and showcase the stores that we know will continue to have great success in this coming year.”

PayPal and Miva Merchant will be sponsoring The Blades Awards event, which will take place on the evening of March 7th, 2013. Those interested in learning more about attending MivaCon 2013 and The Blades Awards, can do so by visiting the conference page on Miva Merchant’s website.

**About The Mountie Shop:**

The Mountie Shop is a Not-For-Profit Corporation established in 2007 to support and enhance the RCMP Foundation's initiatives. Net proceeds from the purchase of sales from The Mountie Shop go toward supporting community organizations who partner with local RCMP members to implement programs aimed at investing in Canada's youth at risk.

**About Miva Merchant:**

Miva Merchant, located in San Diego, CA is a leading e-commerce solution consisting of PA-DSS validated shopping cart software, PCI compliant ecommerce hosting, credit card processing services and custom website design and development for businesses looking to sell online. Miva Merchant shopping cart software has been used by over 300,000 online merchants. For more information about Miva Merchant, please visit <http://www.mivamerchant.com>.



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